

# Scientific Writing: Abstracts and Posters

Successful publication of scientific findings

## Topics

- Good vs. poor scientific writing - guidelines and conventions
- Scientific abstracts in the healthcare context
- Characteristics of scientific posters
- Step by step towards powerful scientific messages - incl. exercises
- Appropriate use of standards and style



## Your speaker



**Dr. Silvia M. Rogers**  
Pharmacologist,  
MediWrite GmbH,  
Basel

# Scientific Writing: Abstracts and Posters

## Aims and objectives

This interactive workshop is designed to assist you in the preparation of abstracts, posters, and other forms of scientific publication (for the healthcare industry).

You will receive guidance on how to prepare an abstract in clear English and good style as well as on how to design a poster with the appropriate use of graphic elements, such as tables, graphs, and flowcharts.

By discussing various examples and conducting exercises by yourself, you will learn to apply the rules of professional scientific writing.

After this workshop, you will be familiar with the guidelines and conventions for scientific abstracts and posters. You will understand the formal requirements as well as the importance of linguistic nuances.

## Who should attend?

This workshop has primarily been designed for professionals who are responsible for publishing medical and scientific documents in the healthcare industry.

This practical training will not only be of use for beginners but also for those wishing to update their knowledge and advance their scientific writing skills.

## Your speaker



**Dr. Silvia M. Rogers**  
Pharmacologist,  
MediWrite GmbH,  
Basel

Owner of MediWrite GmbH; extensive R&D experience as a project manager; lecturer at the University of Basel and author of two text books on medical and scientific writing

## Workshop language

The course will be held in English; thus, a good working knowledge of the English language is required.

## Your benefit

- Knowledge transfer in an interactive workshop including exercises
- An experienced speaker (lecturer at the University of Basel)
- Helpful advice from a medical and scientific writer with extensive experience in the pharmaceutical industry
- Sufficient time for clarifying individual questions

# Helpful advice for a successful scientific publication

## Your programme from 9.30 - 17.00

### Good vs. poor scientific writing

- An introduction
- Common myths and misconceptions
- Guidelines and conventions

### Importance of the scientific abstract

- The purpose of abstracts in the healthcare context
- Descriptive versus informative abstracts
- Structured versus unstructured abstracts

> 10.45-11.00 Coffee break

### Characteristics of scientific posters

- What is a successful poster?
- Selection process: which facts are necessary, and which ones are "nice to have"?
- Importance of layout
- Appropriate use of tables, graphs, and other visuals

### Structuring scientific texts

- Getting the "story" out
- Helping readers to find the required information
- Avoiding redundancies and duplication

> 12.30-14.00 Lunch

### Step by step towards powerful scientific messages

- Healthy ratio of active vs. passive verbs
- Fewer prepositions
- Simple tenses (wherever possible), applied properly
- Parallelism at all times
- Modifiers in moderation
- Sound (and abundant) punctuation

### Standards and style

- Consistent spelling (American vs. British English)
- Abbreviations and acronyms
- Expressing numbers
- Using capital letters

> 15.30-15.45 Coffee break

### The finishing touch: some details no one dares to ask

- Subject-verb agreement
- Syntax (order of words)
- Dangling participles
- Use of "respectively"

### Avoiding discrimination

- Prejudice and semantic labelling
- Plagiarism

Registration under  
[formacion@qualitecfarma.com](mailto:formacion@qualitecfarma.com) or  
Telf.: +34 91 372 83 99

## Registration Form

Yes, I will attend the Workshop

- Scientific Writing:  
Abstracts and Posters

\_\_\_\_\_  
Name

\_\_\_\_\_  
Position/Department

\_\_\_\_\_  
Company

\_\_\_\_\_  
Street

\_\_\_\_\_  
Postal Code/City/Country

\_\_\_\_\_  
Tel. No.

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Contact person at office

\_\_\_\_\_  
Date, Signature

## How to Register

**Registration: +34 91 372 83 99**

**Conference No. 17 11 251**

### Date / Venue:

Wednesday, 29 November 2017 in Basel  
9.00 registration; 9.30 - 17.00 workshop  
Pullman Basel Europe  
Clarastr. 43 · CH 4005 Basel  
Tel. +41 61 690 80 80 · Fax +41 61 690 88 80

### Fee:

CHF 1390.00  
The fee includes course documentation (incl. free download) as well as mid-session refreshments, lunch and certificate. Invoice and confirmation will be forwarded to you.

### Hotel accommodations:

A limited number of rooms have been reserved at the hotel and are subject to availability. Please book at least six weeks prior to the seminar to obtain a hotel room at the discounted rate. All bookings should be made directly with the hotel quoting FORUM Institut and the Course No.

## Any Further Questions?

Please feel free to contact me if you have any questions.

**Pablo García**

Conference Manager

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## Cancellation Policy

Our general terms and conditions apply (as of 1 January 2016) and are available upon request. We can send them to you anytime or you can find them on the internet at [www.forum-institut.com/t&c](http://www.forum-institut.com/t&c)