

# Making *KeywordPharma* special - instructions for authors

## *Overview*

We are delighted to welcome you as a *KeywordPharma* author and look forward to working with you to produce a polished and sought-after publication for your colleagues in and around the industry.

The *KeywordPharma* library comprises a number of complementary types of publications. All are available for sale individually as e-documents from **ThePharmYard** whilst bulk print purchase or multiple use e-licenses are available directly from the publishers, NetworkPharma Ltd.

The *KeywordPharma* publications are all designed to keep busy individuals in and around the global medical and pharmaceutical industry up-to-date with best practice. Our aim is to make these reviews the most respected of their kind and to cover all the major areas of industry practice.

All *KeywordPharma* publications are:

**Authoritative** - the authors know their subjects and convey that knowledge in an effective manner.

**Relevant** – the readership has been clearly defined and their interests specifically addressed.

**Succinct** – the information is presented in an engaging, visually pleasing and easily digested format.

**Helpful** – the publication provides the reader with comprehensive pointers to further critical resources to be explored in more depth as and when needed.

## *Conference Insights*

**The aim** – to disseminate the key proceedings of specialist industry conferences to a wider relevant audience of industry executives.

**Format and style** – consistent with the overall style and format of the *KeywordPharma* library, the *Conference Insights* review will be a maximum of about 10,000 words and translate into an A4 document of 20-24 pages including cover. We would normally expect to include 8–10 figures or illustrations, each of which will reduce the word count by about 200 words.

It is important that the report provides a rounded review of presentations and discussions, drawing out the key issues and, where possible, highlighting important points that impact on the day-to-day work of the readers.

**Additionally**, the review will include:

- Executive Summary
- Author's Introduction
- Author's biography
- The conference programme
- Clear pointers to further reading.

**Editorial support** – Our first priority will be to provide readers with clear and practical information. Although we have an overall series style, we encourage you to add some personal touches to the publication. We will provide editorial support throughout the entire publishing process, so please talk to us if you need guidance and help. All figures and illustrations will be redrawn. In the case of the *Conference Insights*, we will be working with the event organisers to make sure we have speaker approvals for any quotes and use of figures.

*KeywordPharma* publications are published by NetworkPharma Ltd

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