



# Executive Training Programs

CO-LOCATED AT:



Keep up to date on the trends, skills, technologies, and other characteristics of the biotechnology field



Knowledgeable instructors offer hands-on experience with deals and licensing in the biotech industry



Great professional development opportunity for your entire BD and licensing team

## BIO's Executive Training Courses support the activity that takes place at our partnering conferences each year by training individuals who are making the deals that drive this industry.

Participants gain an understanding of how companies enter biotech partnering deals, starting with collaborative R&D, and proceed to commercialization of outcomes, offering the necessary skills to increase your partnering success. Courses are taught by experienced business development professionals from leading pharmaceutical and biotechnology firms, and experts from the fields of law, public relations, and academia.

### Business Development Fundamentals Course

May 31-June 2, 2019

Introductory-level course designed for professionals new to the life sciences business development field, or for individuals with some experience who are interested in updating their professional skills.

#### TOPICS COVERED:

- The Role of Intellectual Property In Creating Value
- Strategic Alliances
- Financial Modeling and Valuation in Licensing
- Contracts Used in Licensing (CDAs, MTAs, Sponsored Research Agreements, Definitive Agreements)
- Negotiation and Communication Strategies

### Advanced Business Development Course

May 31-June 2, 2019

Designed for business professionals who need to deepen and broaden their knowledge of the field and prepare for a move to a more senior-level role within their organization.

#### TOPICS COVERED:

- Valuation and Deal Structuring Concepts and Trends
- Advanced Valuation and Decision Analysis
- Select Topics of Advanced Deal Structures
- Market Models, Competition, Cash Flow Estimates
- Case Study Work
- Value Distribution and Terms
- Key Concepts and Building Blocks of a Block Buster Deal
- Trap Doors, Dead Ends, and Other Do's and Don'ts
- Current Trends in Licensing Deals

## Building Value for Your Assets: Communicating with Investors and Partners

June 2, 2019

This practical, half-day workshop is designed for mid to senior executives of life sciences companies to answer the top burning questions on building value for their assets. Whether seeking licensing partners or seeking investors to finance products through development or through commercialization, executives benefit from learning and applying best practices in optimizing a communications strategy. The workshop will feature case studies and interactive exercises.

### TOPICS COVERED:

- Creating an Investable Story
- Building a Strategic Communications Roadmap
- Navigating through "Data Deserts" between Catalysts
- Managing Stakeholders' Expectations around Partnered Products
- Expanding Your Investor Base
- Crafting Media Relations and Social Media Message Strategies

## Product & Company Valuation

June 2, 2019

Designed to teach a systematic approach to producing a valuation which can be used in investment rounds, mergers/acquisitions, licensing deals or strategic development decisions in the pharma-biotech world. It goes beyond the number-crunching techniques of most consultants and includes difficult to define qualitative factors which shape the risk profile of the company in question.

### TOPICS COVERED:

- Introduction to Valuation
- Assessing a Company Prior to Valuation
- Company Valuation and Methods
- Product Valuation and Methods
- Deal Structuring

## Negotiations and Strategic Decision Making

June 2, 2019

Designed for executives, and business development professionals interested in enhancing their skills in negotiations, influencing, decision making and game theory. The learnings from game theory will be applied to real-life pharma/biotech negotiation cases.

### TOPICS COVERED:

- Game Theory (the science of strategic decision making)
- Negotiations
- Decision Making
- Influencing

## BioBriefing: Biotech for the Non-Scientist

June 2, 2019

This one-day fast-paced course will give participants the knowledge to better engage with industry leaders at BIO 2019. Learn about the science driving today's hottest biopharma innovations including therapeutic antibodies, novel vaccines, gene therapy and immunotherapies. This course is ideal for anyone who works on the business side of a biopharma company or provides services to the biopharma industry and does not have a science background.

### TOPICS COVERED:

- General Biotechnology Overview
- DNA & Proteins
- Immunology: The Basis of Immunotherapies
- Immunotherapies
- Genomics: Big Data

## Understanding Drug Pricing and Reimbursement in the U.S.

June 2, 2019

This one-day, intense course will give participants the background knowledge on how pharmacoepidemiology is used to influence drug policy in the US and how this policy affects pharmacoeconomics in this country. Learn about the complex relationship between drug manufacturers, government policy, insurers, pharmacies, employers and patients that drives drug pricing and reimbursement decisions in the U.S.

### TOPICS COVERED:

- Drug Placement onto Formularies
- Pharmacoeconomics
- Drug Pricing & Marketing
- Pricing Activity

## Biotechnology Entrepreneurship Boot Camp

June 2-3, 2019

This course gives you the skills to transform technology and invention into a viable company. Since its debut in 2005, the Boot Camp has evolved to address a broad range of issues faced by entrepreneurs from the managerial, scientific and academic communities. You develop the insight and energy required for entrepreneurial success.

### TOPICS COVERED:

- Selecting and Managing Projects
- Cost-Effective Management
- Requirements for all Involved Stakeholders
- Essential Components of the Commercialization Process

## REGISTER TODAY

1. Add a course to your BIO International Convention registration.
2. If you do not plan to attend the Convention, you may register for any of the courses individually at [bio.org/exctraining](http://bio.org/exctraining).
3. If you have already registered for BIO 2019, you can add this to your existing registration using the email address you registered with and badge ID. These can be found on your registration confirmation email.