

SESSIONS

COURSE AGENDA: OPTIMIZING OUT-LICENSING ACTIVITIES: BUSINESS DEVELOPMENT MASTERCLASS - 25/09/2017

Optimizing Out-Licensing Activities: Business Development Masterclass

25 September 2017
Sheraton Boston Hotel
Boston

Registration

9 am - 9:30 am
Main agenda

Your EBD Academy Faculty

9 am - 9:05 am
Main agenda

Introduction to your EBD Academy Trainer Carlos Velez, who is Founder and Managing Partner of Lacerta Bio, an international consultancy specializing in both in- and out-licensing of prescription and non-prescription product candidates and commercial products.

Participants

Dr. Carlos Velez - Founder & Managing Partner, Lacerta Bio

Introduction to the workshop

9:30 am - 10 am
Main agenda

- Overview of course objectives
 - Deal-making trends
 - Why do some out-licensing efforts fail?
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The Asset: marketing material development and rationale

10 am - 11 am
Main agenda

Reviewing the materials needed for out-licensing

- Examine the various presentations needed
- Discuss the rationale behind them

Examining the content

- Market opportunity
- Development plan
- Investment required

Why should it be done this way?

Morning Break

11 am - 11:30 am
Main agenda

Developing an outreach plan

11:30 am - 12:30 pm
Main agenda

Why do we benefit from having a plan?

Defining the outreach plan:

- Who to contact?
- Where to contact?
- Why would they be interested?

Geography and other considerations

Networking Lunch

12:30 pm - 1:30 pm
Main agenda

Summary and questions from morning session

1:30 pm - 2 pm
Main agenda

Executing the outreach plan

2 pm - 3 pm
Main agenda

Examining the various methods to reach out to prospective partners

- Calls and Emails
- Conferences: Which to attend? Which to avoid?
- Social Media

Tracking

- Documenting, quantifying, and reporting your actions

Who is executing the plan?

- Evaluating the criteria and skillset required to be successful
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Afternoon Break

3 pm - 3:30 pm
Main agenda

Follow-up

3:30 pm - 4:30 pm
Main agenda

Data room organization: examining how to follow up properly

- Review the content needed in follow up presentations

Post-CDA follow up

- Discuss the content of presentations at this critical stage
 - Learn how to build the foundations for a long-term relationship
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Overcoming objections and negative feedback

4:30 pm - 5 pm
Main agenda

Review scenarios of objections and how to overcome them in the following areas:

- Development plan objections
 - Commercial objections
 - Technical objections
 - Unsolvable problems
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Masterclass Summary & final comments

5 pm - 5:30 pm
Main agenda

SCHEDULE

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5 PM	5 pm - Masterclass Summary & final comments

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A SHORT BUZZ SESSION DELIVERED BY EBD
ACADEMY - 27/09/2017

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Taking a look at the Softer Side of Negotiation

10:30 am - 11:15 am
Main agenda

This short and concise session will examine the “softer side of negotiation” providing you with deeper insights into human mind during negotiations better assisting you in future deals. Most professionals focus on the process, tactics and the importance of uncovering important insights into the other party's needs. This brief presentation will provide examples showing that things are not always as they appear and the human mind does not always think rationally and logically.

Session breakdown

The following areas will be discussed during the session:

- Confirmation bias
- Overconfidence
- Competitor's neglect
- Risk and loss aversion
- Fairness and anchoring
- The importance of influence and persuasion skills

Benefits of attending a Buzz session

- Gain practical skills that can be implemented immediately at the EBD event
- High intensity sessions designed to improve your skillset
- Interactive - Learn from the expert and others attending the session
- Concise and informative

Participants

Anjan Aralihalli - Chief Business Officer, GLyPharma
Therapeutic

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