



Searching for Excellence in Business Development & Licensing: People, Practice, Theory & Tools

This critical and practical topic is one that all senior business developers struggle with in their organization but is also one that is unfortunately often put aside while we rush under timeline and other pressures in our daily meetings, reports, management and other operational responsibilities.

There are sound theories and tools that can guide and help us in practice, to reduce guesswork, assumptions and costly errors. At times we feel overwhelmed by the multitude and fast growing number of tools available - which ones to use, which are the most cost-effective, which are just hype? Then there are times, when we are not even aware of systems that can facilitate our work. With time for reflection, appropriate training and communication, we can also put into place managerial structures and processes to provide greater transparency, accountability, effectiveness and efficiency, with reduced internal and external conflicts.

Among others, this conference seeks to explore issues such as the:

- Macro-view of what 'Business Development' means to different companies- large and small, European and Japanese and what they have done to structure their BD departments and the performance measurements to achieve Corporate objectives
- Support processes and choice of tools that can be used to help business developers perform and excel in their tasks
- Exploitation of Blue Ocean, Communications, Legal and Alliance Management tools to achieve BD and Corporate objectives
- Best practices in deal-making, diligence including the ever-increasing price squeeze at the payer level

- Career development path for business developers

Confirmed senior and outstanding speakers from UCB, Tillotts, Bluecrest Consulting, Roche, Global Access Solutions, Foley & Lardner, Burson-Marsteller and others.

Besides the educational, we will also focus on small group and networking discussions around The Talking Table Topics selected by our members.

The famous afternoon sports and the evening fireside networking and drinks discussion are traditional hallmarks of the Swiss-PLG Winter event.

A must-attend meeting for Swiss and European BD&L professionals!

Join us!

For the full programme & more information please click on www.swiss-plg.ch
Registrations will commence in October 2010

With special thanks to our sponsors:

Novartis, Roche, Actelion, Merck Inc, Ferring, Debiopharm, Evaluate Pharma, Tillotts, Burson-Marsteller, Foley & Lardner, UCB, Paladin, Aurigene Discovery Technologies Ltd, Shire

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