



ACQUIRE
BUSINESS-CRITICAL
COMPETENCIES IN
BUSDEV & LICENSING



LEARN from Pharma's
international top experts

Roger Cox

The Pharma Licensing Negotiation Course



LEARN from interacting
with your industry peers



Highly recommended course, even for those who are new in Business Development & Licensing. We got to learn the theory, received some tools, real life examples and had the chance to practice it immediately in role-plays. Moreover, the role-plays build on top of each other which is really exciting as we get to see the deal from 2 angles. I really enjoyed it!"

Novozymes

Tamara Tjitrowirjo

**Business Development
& Project Management Office Lead
Denmark**



The Pharma Licensing Negotiation Course

Learn

- The skill set required to successfully negotiate licence deals in the pharma-biotech world, to persuade and build consensus.
- What you need to prepare and check before starting a negotiation.
- The methods for determining value and how to use a financial modeling spreadsheet to improve negotiation outcomes.
- Practise negotiating skills in 4 interactive role plays featuring typical Pharma/Biotech licensing situations.
- The differences between integrative and distributive negotiation strategies and tools to improve leverage.
- The various types of licence agreements used in pharma-biotech, and methods to determine royalty rates and value sharing.



- Dr. Roger Cox has 30 years of licensing experience encompassing both big and small pharma/biotech companies.
- Currently Regional Advisor for UK and Europe with Plexus Ventures, Roger was formerly Executive Director with J&J's Global Pharma BD Group where he negotiated over 50 commercial licence agreements.

The Expert

Roger Cox

Dates & Locations

15-16 December 2022 (live online)

20-21 June 2023 (live online)

31 Jan - 1 Feb 2023 (live online)

26-27 October 2023 (live online)

Visit www.celforpharma.com for registration fees and updates.

Additional Benefits

- The role-plays include a variety of negotiation scenarios: Royalty negotiations, term sheet negotiations, etc.
- To ensure you optimally benefit from the role play sessions with executives from a variety of backgrounds, the audience size is limited to 8 max.

What Participants Say About This Course



Great interaction, content and communication. Seeing practical examples and practicing real cases was extremely useful."

Leukocare

Tanja Vukićević

Director / Head of Business Development

Germany (June 2022)



An excellent way to sharpen your negotiation skills! It was great to meet Roger and my peers for sharing our respective negotiating experiences."

Theranexus

Simon Slark

Scouting & Business Development Manager

France (June 2022)



Well structured, suitable for upcoming bus dev position. I highly valued the role plays."

Kora Healthcare

Conor O'Daly

CEO

Ireland (June 2022)

Agenda

All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to kealeigh.steel@celforpharma.com.

Day 1

Welcome and Introductions (~30 min)

Negotiation Skills (~1 h)

- Master-level negotiation skills for Pharma and Biotech and how to develop them
- Networking, opportunity identification and managing deal flow

Preparation for Negotiation and Value Analysis (~1 h 15 min)

- Check lists, term sheets and value drivers
- Financial models and net present value (NPV)
- Risk adjusted NPV allocation and decision tree analysis
- Headline Deal Value
- Influence of goal setting on negotiation outcome
- Better negotiation
- Negotiation strategies

Advantages and Pitfalls of Different Negotiation Tools (~30 min)

- The traded concession
- The give-away paradox
- Bundling the not-so-good
- Using deal breakers & challenging them
- Expanding choice to get a good result
- Using timing & time to your advantage
- Attrition tactics

Lunch Break

Role Play – Preparing to Negotiate (~45 min)

- Role play exercise: involving the Licensing Director of a pharmaceutical company seeking to license a drug delivery technology for a new chemical entity from a smaller biotech company
- Discussion and learnings

Negotiation Styles and Presentation Skills (~45 min)

- Negotiating styles – responses and risks styles
- Presentation skills and body-language
- Leadership and using your team

Developing Leverage and Negotiation Tactics (~45 min)

- Developing negotiation leverage
- Bargaining and bluffing
- Delivering the message
- Managing difficult items and bad news
- Anchoring and managing expectations
- Dealing from strength and dealing from weakness
- Trading and bargaining
- Marginal gains
- Structured negotiation tips

Role Play – Term Sheet Assumptions (~2h: 1 h 15 min on day 1, 45 min on day 2)

- Bargaining term sheets - preparation, content and negotiation
- Internal team meeting to agree and input assumptions for spreadsheet and NPV share calculations

End of Day 1

Day 2

Licences, Royalties and Milestones (1 h 30 min)

- Licences and freedom to operate
- Value sharing, benchmarking royalty calculation methods
- Licence fees, milestones and option payments
- Unexpected consequences

Role Play – Licence Negotiation (~1 h)

- Role play exercise: meeting to decide strategy and terms to resolve potential infringement of a third party's Intellectual Property Rights

Role Play – Term Sheet Assumptions (~45 min, continued from day 1)

Lunch Break

Role Play – Term Sheet Negotiation (~1 h 30 min)

- Role-play exercise: involving two teams negotiating a term sheet covering a licence and manufacturing agreement between a biotech company with a new chemical entity in clinical development and a biopharmaceutical company seeking world-wide rights

Term Sheet Presentations, Feedback & Learnings (~45 min)

- Analysis of term sheet negotiations
- Where was the value captured?
- Identification of value drivers which could have improved outcome
- Learnings for future negotiations

Critical Success Factors in Contract Negotiation (~45 min)

- Defining performance and value protection
- Determining appropriate sanctions
- Meaning and Interpretation
- Closure
- Cross-cultural negotiations and considerations

Course Learnings and Conclusions (~30 min)

Closing

Registration Form

Complete the below form and email to aswaan@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.



Questions?

Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com

Course(s)

Course Title
Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email
First Name Mobile Number
Last Name Country of Work
Job Title

Company Details

Company Name
VAT Number
Invoicing Address:
Street Address
City/Province
Postcode
Country

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.