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LEARN from Pharma's
international top experts

Roger Cox

The Pharma Licensing Negotiation Course



LEARN from interacting
with your industry peers



It was a well-organised course covering all aspects of License Negotiation. Negotiation exercises were highly valuable. Absolute "must-do" for business development professionals."

Will-Pharma

Karlygash Abildayeva

New Business Development Manager

Belgium



CENTRE FOR EXECUTIVE LEADERSHIP
FOR THE PHARMACEUTICAL INDUSTRY

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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 spreadsheet financial modeling 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 Sr. Consultant 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

20-21 May 2019, Zurich

2-3 December 2019, London

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 10 max.

What Participants Say About This Course



This was my second C.E.L.forpharma course, after the excellent company valuation course. It was quite excellent – most informative and helpful. I wish I had taken the course 5 years ago!"

TAS

Kieran Clarke
CEO
United Kingdom
(November 2018)



Dr. Roger Cox is clearly a visionary! He leads the course in such a way that we literally found ourselves in workshops that were like "real life" licensing negotiations! We could not get enough of the simulations and we also had a chance to work on a very detailed NPV spreadsheet before the commercial negotiations, which got us deep down to the core of it like a finance professional. I feel so lucky that I had the chance to follow Dr. Cox's course and to meet with such professional attendees."

DEVA Holding A.Ş

Zeynep Gümüştazıcı Bayramoğlu
Business Development Manager
Turkey (April 2018)



Relevant content that was directly applicable to a business negotiation I am currently working on in the "real world". Appreciated the dynamic and experienced colleagues and instructor and especially the small-class, interactive format. Ready for the next course!"

Gilead Sciences

Jennifer Watt
Sr. Director, Alliance Management
USA (April 2018)

Agenda

Day 1

10:00 Welcome

10:30 Introduction - Negotiation Skills

- The 7 master-level negotiation skills for Pharma and Biotech and how to develop them
- Networking, opportunity identification, deal initiation and managing deal flow

11:30 Coffee Break

11:45 Preparing to Negotiate

- 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

13:00 Lunch

13:45 Advantages and Pitfalls of Different Negotiation Tools

- 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

14:15 Role Play 1 – Preparing to Negotiate

- 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

15:00 Negotiation Styles, Presentation Skills and Developing Leverage

- Negotiating styles – responses and risks styles
- Presentation skills and body-language
- Leadership and using your team
- Developing negotiation leverage
- Bargaining and bluffing

15:45 Coffee Break

16:00 Face-to-Face Negotiations

- Delivering the message: how – who – when
- Managing difficult items and bad news
- Anchoring and managing expectations
- Dealing from strength and dealing from weakness
- Trading and bargaining

16:30 Role Play 2 – Term Sheet Assumptions

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

18:00 End of Day 1

Group Dinner

Day 2

08:30 Licences, Royalties and Milestones

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

10:00 Coffee Break

10:30 Role Play 3 – Royalty Negotiations

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

11:15 Structured Negotiation

- Bringing it all together – Rules for a stepwise approach using negotiation tools and financial models to negotiate agreements based on reasonable shared values

11:30 Role Play 4 – Term Sheet Negotiation

- 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

13:00 Lunch (continuing group discussion)

13:45 Term Sheet Presentations, Feedback & Learnings

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

14:30 Critical Success Factors in Contract Negotiation

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

15:15 Coffee break

15:30 Course Learnings and Conclusions

16:00 Closing

Registration Form

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



Questions?

Inge Cornelis
+32 2 709 01 43
inge@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 Credit Card (+3%)
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 C.E.L.*forpharma's* Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that C.E.L.*forpharma* 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 C.E.L.*forpharma's* Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.