

SESSIONS

ADVANCED NEGOTIATION SKILLS FOR LICENSING DEALS - 19/03/2017

EBD Academy

19 March 2017
AC Hotel Barcelona Forum
Barcelona

Registration

09:00 - 09:30
Main agenda

Introduction to the workshop

09:30 - 10:00
Main agenda

This will be an initial briefing on case study and organisation into teams.

Identifying an opportunity

10:00 - 10:30
Main agenda

Teams undertake initial review of brief, assignment of roles and agree overall strategy and goals. This will include a review of available partners and inward and outward licensing opportunities.

Initial meetings

10:30 - 11:30
Main agenda

This session will include initial meetings with the other three companies (20 minutes with each company). This should allow teams to identify a preferred partner/deal and to get them to agree to exclusive talks with you. You may find your first-choice partner does not want to deal with you!

Negotiating the deal

11:30 - 12:30
Main agenda

Prepare your opening position for detailed talks with your preferred partner. Take care your team considers all the key issues and agree opening and fall-back positions on each before starting negotiations with the other company. You are provided with a pro-forma "Term sheet" and list of potential due diligence questions to help you in organising your thoughts.

Lunch

12:30 - 13:30
Main agenda

Break for lunch for 1 hour.

Open discussion

13:30 - 13:45
Main agenda

This session will allow you to discuss any general issues encountered so far.

Final negotiations

13:45 - 15:30
Main agenda

Negotiations with your potential partner start in earnest! You have just over an hour and a half to agree your outline heads of agreement and a joint press release with your partner.

Reviewing the negotiation process

15:30 - 15:50
Main agenda

Teams prepare a brief presentation on their deal to give to the other groups, explaining why they chose the partner they did, the benefits the concluded deal will bring and outlining any issues that arose.

Plenary session

15:50 - 16:30
Main agenda

Each team will present their view of the deal negotiated in an interactive session. The workshop leader will sum up the day with a commentary on how the various negotiations went, identifying key issues to look out for in real life.

Close

17:00 - 17:01
Main agenda

EBD Academy Course Reception

17:30 - 18:30
Main agenda

Course attendees are invited to join us for a networking reception.

BIO-Europe Spring Welcome Reception

19:00 - 21:30
Main agenda

All BIO-Europe Spring attendees are cordially invited for a welcome reception. You will be able to pick up your name badge for the main conference at the welcome reception.

SCHEDULE

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17:00	17:00 - Close 17:30 - EBD Academy Course Reception
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19:00	19:00 - BIO-Europe Spring Welcome Reception

SESSIONS

BUZZ SESSIONS - 20/03/2017

EBD Academy

19 March 2017
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Buzz Session 1 - Developing Winning Presentations

13:30 - 15:00

Main agenda

A short buzz training session delivered by EBD Academy

This concise workshop created by EBD Academy has been designed to provide participants with practical tools, skills and ideas that can be implemented immediately at the partnering event. After attending, delegates will have the toolkit to develop presentations that will engage with the audience and lead to successful deals and partnerships.

Take away a diamond relationship top tip guide to help you in future partnering situations

Part 1 - Tuning In

- Audience Analysis toolkit
- What do they want and need?
- What's keeping them up at night?

Part 2 - What's Your Point?

- Choosing your strategy - Influence or Educate?
- Preparing your key purpose
- If they remember nothing else what is it you want them to take away?

Part 3 - Influential Packaging

- Structuring for impact
- A powerful plan to reinforce the key messages
- Mixing the 4 types of content

Buzz Sessions will be held in Room 131.

Participants

Buzz Session Expert: Simon Fagg - Buzz Session Expert, EBD Academy

Break

15:00 - 15:30

Main agenda

Break between Buzz Sessions.

Buzz Session 2 - Diamond Relationships for Successful Partnering

15:30 - 17:00

Main agenda

A short buzz training session delivered by EBD Academy

This concise workshop created by EBD Academy has been designed to provide participants with practical tools, skills and ideas that can be implemented immediately at the partnering event. After attending, delegates will have gained skills in establishing and maintaining diamond relationships that lead to successful long term partnerships.

Take away a diamond relationship top tip guide to help you in future partnering situations

Part 1 - Building Diamond Relationships

- Why a diamond?
- Connecting the key people together
- Stakeholder mapping

Part 2 - Projecting Credibility

- Credibility barriers and enhancers
- Quickly establishing authenticity and integrity
- Dealing with nervous energy
- Laying foundations for the long-term

Part 3 Understanding and Adaptability

- High impact questions
- Focus on outcomes
- Asking the unasked questions
- Establishing the decision making process

Buzz Sessions will be held in Room 131.

Participants

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