



Join the industry gold standard Introductory Training course  
Attended by 1,000 BD executives over 20 years  
Delivered by a faculty of experienced business development practitioners

## Introduction to Healthcare Business Development Online Course

30th March – 1 April 2022

**PLG Members £1,830+VAT**  
**Non-Members £2,080+VAT**

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**Designed by the PLG, the Professional Association for Business Development personnel, to provide an introduction for executives working either directly or in close liaison with Business Development.**

An intensive training course:

- 3 full days
- Follow key steps of the Business Development process
- 10 essential topics delivered by industry professionals
- Develop best practice through interactive case study
- Comprehensive course documentation is included



[plg-group.com](http://plg-group.com)



PHARMACEUTICAL LICENSING GROUP



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### Course Faculty

The course is led by a faculty of at least 10 industry experts all with specific healthcare experience relating to their area of expertise e.g. partner searching, due diligence, IP, legal and finance.

*“Very enjoyable and well presented. I enjoyed the course which were applicable to me. I believe the greatest benefit of this course will be access to the PLG resources and experts. I will take a lot from the presentations, and it will certainly benefit me in the future.”*

### Case study

Ensuring all key learnings are put into direct hands-on practice our delegates participate in a live negotiation case study conducted over the 3 day course.

### 10 Key Topics

1. Overview of the Licensing Process
2. Partner Searching
3. Due Diligence
4. Types of Licensing Agreements
5. Financial Aspects of Licensing
6. Intellectual Property Rights
7. Regulatory Environment Relevant to Licensing
8. Negotiating and Negotiation Tactics
9. Legal Aspects in Agreement Structures
10. Alliance Management

### Limited Places

Course attendance is limited to ensure close personal interaction and detailed discussion with the tutors addressing real life issues.



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