



The PLG's Introductory Training course is the industry gold standard
Over 750 BD executives have attended over 20 years.
Delivered by a faculty of experienced business development practitioners.

Introduction to Healthcare Business Development Location - London

15th - 17th November 2021

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

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The course is designed to provide an introduction for executives working either directly or in close liaison with Business Development.

An intensive training course:

- 3 full days
- Key elements of Licensing and Business Development
- 10 essential topics
- Best practice using case study material
- Comprehensive course documentation is included



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Introduction to Healthcare Business Development

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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. negotiating, law, finance, etc.

Limited Places

We limit each course to 22 places this is to allow time for discussion between the delegates and the tutors about the negotiation case study and real life issues encountered by those attending.

10 Key Topics

1. Introduction and Overview of the Licensing Process
2. Identifying and Finding Partners
3. Different Types of Licensing Agreements
4. Due Diligence
5. Intellectual Property Rights
6. The Regulatory Environment Relevant to Licensing
7. Negotiating and Negotiation Tactics
8. Financial Aspects of Licensing
9. Optimising the Agreement Structure
10. Implementation of the Agreement

Negotiate!

All delegates participate in a live case study to put into practice key learnings.

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