



BioBriefing: Biotech for the Non-Scientist

Date: May 24, 2010

Time: 9:00am-4:30pm

Location: BIOCOM Offices, 4510 Executive Dr, Plaza One, San Diego, CA 92121

Fee: \$500 for BIOCOM Members \$545 for Non-Members **Discount Code:** BBR2010

Industry Overview 9:00-9:40

What the “Hech” is Biotech?

Industry Sectors

Inside the Biotech Industry 9:40-10:15

Top Companies & Products

Biotech Company Structure

Biotech Research

The Science 10:30-11:30

Biotechnology Goals

Cells

DNA

Proteins

Genomes

Genetic Variation

Mutations

The Technology 11:30-12:30

How the Genome is Studied

Restriction Enzymes

PCR

Microarrays

Lunch 12:30-1:30

Genetic Engineering 1:30-2:30

Recombinant DNA

Plasmids

Generically Engineered Cells

Disease Models

Drug Discovery & Development 2:45-4:00

Drug Discovery Timeline

Rational Drug Discovery

Target Validation

Pharmacogenomics

Drug Development Timeline

Preclinical Trials

Clinical Trials

Patents

Generics and Biosimilars

Diagnostics 4:00-4:30

What are Diagnostics

How Biotech Impacts Diagnostics

Regulatory Approval for Diagnostics

Deliverables: A reference manual containing all presentation slides, additional scientific information and a glossary of biotech terms. A continental breakfast and lunch will be served.

Questions? Contact BioTech Primer at 410-377-4429 or info@BiotechPrimerInc.com

To Register: www.BiotechPrimerInc.com and click on “Registration”

You must register separately for this event. No walk-in will be accepted.

No Refunds.