



biotech **Primer**

Industry Knowledge Delivered



Empower Yourself

and your organization by learning the science and technology driving the biotechnology and pharmaceutical industries.

Learning Opportunities

For the Non-Scientist

LEARN THE BASICS OF BIOTECHNOLOGY BY ATTENDING ONE OF THESE CLASSES:

BioBriefing: 1-Day Class

BioBasics: 2-Day Class

BioImmersion: 3-Day Class

BioPrinciples: 12-Hour Online Class*

For the Scientist

LEARN BASIC LABORATORY TECHNIQUES BY ATTENDING ONE OF THESE HANDS-ON WORKSHOPS:

Intro to Molecular Biology: 3-Day Workshop

Intro to Protein Expression: 3-Day Workshop

Intro to PCR: 3-Day Workshop

Intro to Cell Culture: 3 or 4-Day Workshop

Recombinant Baculovirus Techniques: 5-Day Workshop

Customized Classes:

Allow us to design a class or short presentation specific to your organization's needs.

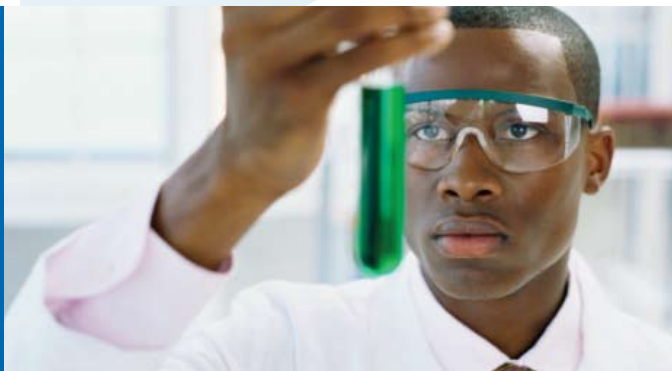
* *BioPrinciples Online*

Perfect for those with tight schedules, BioPrinciples is an interactive, highly-animated online course that allows users to learn at their own pace. Through a narrator, subtitles, downloadable materials and virtual labs, participants learn the basics of biotechnology.



Who Will Benefit

- Professionals from all disciplines within the biotechnology and pharmaceutical industries, including: Sales, Marketing, HR, Legal, Manufacturing, Business Development, Finance, Management, Government Relations, IT, Safety, Technology Transfer
- Policy Makers, Lobbyists, Attorneys
- Venture Capitalists, Angel Investors, Bank Managers, Analysts, Financial Executives
- Insurance Brokers, Real Estate Professionals
- Consultants, Public Relations Specialists, Journalists
- Bioscience Association Staff, Economic Development Executives
- University Administrators, Research Institute Support Staff



What Clients Say



Erin Deemer, Leadership Development, Biogen Idec

“BioTech Primer helps our non-scientists understand the basic science and technology used to develop our products. This knowledge leads to more productive communication with our researchers and clients.”

Jeff Joseph, VP, Communications, BIO

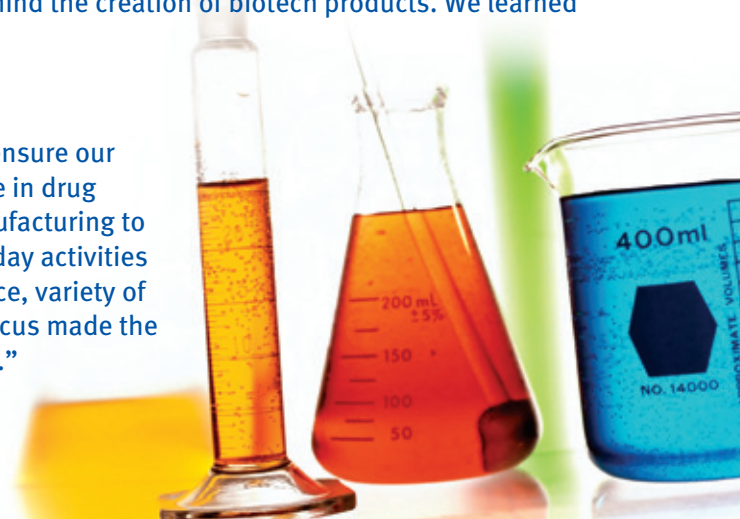
“BioTech Primer helps BIO educate the media in a series of programs entitled *Biotech Bootcamp for Reporters*. The goal is to increase the media’s awareness and knowledge of biotechnology so that more accurate and articulate industry news is reported to the public.”

Bruce W. Jenett, Partner, Co-Chair, Global Life Sector, DLA Piper LLP (U.S.)

“It’s important that our life sciences lawyers across the globe have an understanding of the fundamental science of biotechnology in order to help our biotech clients handle the unique challenges which they face. BioTech Primer was able, in our webinar, to explain clearly and effectively the science and technology behind the creation of biotech products. We learned a lot and we had fun learning it.”

Luke Beshar, CFO, NPS Pharmaceuticals

“We brought BioTech Primer in-house to ensure our non-scientists had the relevant knowledge in drug discovery, drug development and biomanufacturing to be able to better contribute to the day-to-day activities of our drug development program. The pace, variety of content, and connection to our industry focus made the three-day investment time very well spent.”



Strengthen your company's competitive position, financial performance and growth opportunities by understanding the science and technology driving the biotechnology and pharmaceutical industries.

Be more strategic in your relationship-building by understanding who the industry players are and how they interact. Learn from industry scientists that have the skills and experience to teach professionals with a wide a variety of backgrounds.

Scientific and technological advances are constantly being discovered. These innovations rapidly change industry dynamics and competition. Executives who understand cutting-edge science and technologies are better prepared to identify and secure opportunities that advantageously position their companies for success.

Register for a BioTech Primer class or workshop today and empower yourself with the knowledge you need to succeed.

Call us at 410.377.4429 or visit www.biotechprimerinc.com



What We Do

BioTech Primer educates decision makers impacting the biotechnology and pharmaceutical industries across the United States and around the world. With continuously updated materials and industry experienced instructors, BioTech Primer is uniquely positioned to provide the most current biotechnology instruction available. Clear, comprehensive and compelling training give participants a full understanding of the relevant science and technology inherent in the work they do.

How we do it

Online – cost effective training resource wherever needed

In Writing – *The Primer*, an easy to read 64-page, pocket-sized booklet

At Work – training at your facility with customized materials

In Class – comprehensive training programs delivered by experienced instructors



Go online www.biotechprimerinc.com and register today!



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