

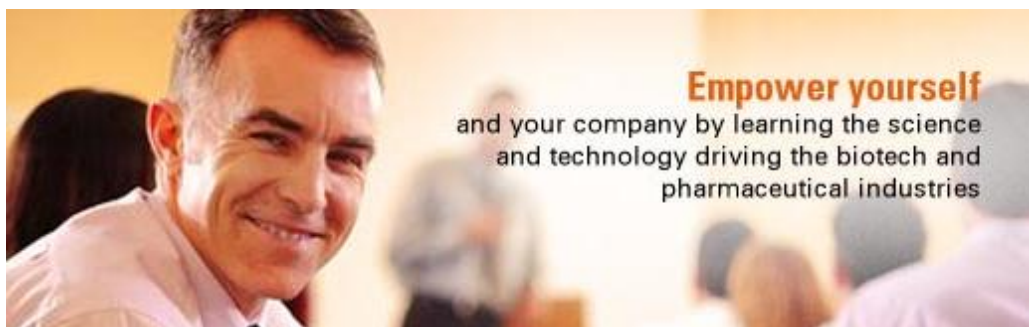
Staged in collaboration with Biotech Primer (USA),  
Melbourne, Tuesday 27<sup>th</sup> October 2009

## “BioBasics in one day: Biotechnology for the non-science professional”

**You are working in a biotechnology environment AND  
you come from a non-science background AND  
you see this industry as a business opportunity.**

**This course is carefully designed and recently updated.**

**The one-day course provides non-science professionals with a comprehensive understanding of the science, technology and regulatory environment driving the biotechnology industry.**



### Who Will Benefit?

- Professionals from all sectors of the biotech, pharma and life sciences industries, including: sales, marketing, HR, legal, manufacturing, business, finance, government relations, safety, facilities and management;
- Policy makers, lobbyists and attorneys;
- Venture capitalists, investors and bankers;
- Consultants, PR specialists and journalists;
- Bioscience associations and economic development entities;
- Researchers, research assistants and laboratory technicians.

### How Will You Benefit?

- Achieve greater biotechnology and life science literacy;
- Converse more easily with industry clients, partners, colleagues and scientists;
- Better understand how different entities interact within the sector;
- Understand how innovative technologies work scientifically;

- Discover a new-found appreciation for the advances that fuel the biotechnology and life sciences industries.

## “Biotechnology for the non-science professional”

**City:** Melbourne

**Date:** Tuesday 27 October 2009

**Time:** 8.30am for 9.00am to 4.30pm

**Venue:** Melbourne Convention and Exhibition Centre, Clarendon Street, Melbourne

8.30am for registration and arrival refreshments. 9.00am to 4.30pm. Places are limited to 30, so please book early.

**Past class participants include executives from:**



Amgen, AstraZeneca, Austrade, Biogen Idec, Chubb Insurance, DIIRD (Vic Govt), GE Financial, Genentech, Howard Hughes Medical Institute, Invitrogen, Johns Hopkins, University, KPMG, Marsh, MedImmune, Merrill Lynch, Miles & Stockbridge P.C., Morrison & Foerster LLP, Novartis, Peplin Ltd, SAS, Strategene, Wyeth Ltd

**Certificates are issued for all AusBiotech Professional Development courses.**

Professional Development course fee, incl. GST.	
Non-members	\$880
Members	\$770
<b>Members who book before COB Tuesday 13 October 2009</b>	<b>\$660</b>
Each additional person from same member company already booked	\$550

**Out-of-pocket costs:**

Course fees do not include any flights, travel, transfers, and accommodation or parking costs you may incur.

**Cancellation policy:**

Cancellations are to be received in writing no later than seven (7) clear working days prior to the event for a refund of 50% of the course fee to be processed.

Please register online [click here](#). \*Visa/ MasterCard/ AMEX accepted.

For more information telephone the Professional Development team at AusBiotech on 03 9828 1450 or email [pd@ausbiotech.org](mailto:pd@ausbiotech.org) to arrange your booking or payment.

## Course Content

Time and Title	Details
<b>9:00-10:00</b> <b>Industry Overview</b>	<ul style="list-style-type: none"> <li>• What the Heck is Biotech?</li> <li>• Evolution of Biotechnology</li> <li>• Industry Sectors</li> </ul>
<b>10:00-10:15 Break</b>	
<b>10:15-11:15</b> <b>Inside the Biotech Industry</b>	<ul style="list-style-type: none"> <li>• Companies</li> <li>• Evolution of a Biotech Company</li> <li>• Biotech Company Structure</li> <li>• Biotech Research</li> <li>• Global &amp; US Industry Clusters</li> </ul>
<b>11:15-11:30 Break</b>	
<b>11:30–12:30</b> <b>The Science</b>	<ul style="list-style-type: none"> <li>• Biotechnology Goals</li> <li>• The Cell</li> <li>• DNA</li> <li>• Proteins</li> <li>• Genomes</li> <li>• Genetic variation</li> </ul>
<b>12:30-1:30 Lunch</b>	Lunch provided
<b>1:30-2:45</b> <b>The Technology</b>	<ul style="list-style-type: none"> <li>• How the Genome is Studied</li> <li>• Restriction enzymes</li> <li>• Recombinant DNA</li> <li>• DNA Fingerprinting</li> <li>• Microarrays</li> <li>• Proteomics</li> </ul>
<b>2:45-3:00 Break</b>	
<b>3:00-4:15</b> <b>Getting a Drug to Market</b>	<ul style="list-style-type: none"> <li>• Drug discovery timeline</li> <li>• Rational drug discovery</li> <li>• Target validation</li> <li>• Pharmacogenomics</li> <li>• Drug development timeline</li> <li>• Regulatory agencies</li> <li>• Preclinical trials</li> <li>• Clinical trials</li> <li>• Patents</li> <li>• Generics &amp; Follow-on biologics</li> </ul>
<b>4:15-4:30</b> <b>Q &amp; A</b>	