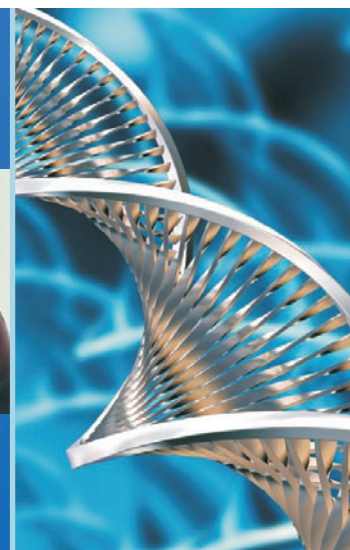


BioBriefing: Biotech for the Non-Scientist

Date: March 8, 2012
Time: 9:00am - 4:30pm
Fee: BIOCOM Members \$500
Non-Members \$545
Location: BIOCOM Offices
4510 Executive Drive • Plaza One
San Diego, CA 92121



Schedule

Industry Sectors 9:00 – 9:30

Biotechnology Defined
Industry Sectors: Healthcare, Agriculture
Industry & Environment

Basic Science Drives Biotech 9:30 – 10:45

Biotechnology Goals

The Cell

DNA

Genomes

Genetic Variation

Proteins

Lab: DNA Isolation & Extraction

Activity: Taste Test (Genetic Variation)

Break 10:45 – 11:00

Genetic Engineering 11:00 – 12:00

Plasmids

Recombinant DNA

Genetically Engineered Cells

Recombinant Proteins (Biologics)

Disease Models

Lunch 12:00 – 1:00

Antibodies: Key to Biotech 1:00 – 2:00

Antibodies Defined

Antibody Production

Antibodies as Research Tools

Antibodies as Diagnostics

Antibodies as Therapeutics

Break 2:00 – 2:15

Drug Discovery & Development 2:15 – 3:30

Rational Drug Discovery

Target Validation

Assay Development

Pharmacogenomics

Regulatory Agencies

Preclinical Trials

Clinical Trials

Biotech In The News 3:30 – 4:15

Biosimilars

Personalized Medicine

Companion Diagnostics

Emerging Therapeutics

Q&A / Review 4:15 – 4:30

Course Description

BioBriefing is a one-day, fast paced brief overview of the biotechnology industry. Participants learn terminology as well as basic biotech concepts.

Instructor: Emily Burke, Ph.D.

Dr. Burke is the Director of Curriculum at BioTech Primer and is charged with customizing training for clients as well as delivering training sessions. She received her B.S. in Biological Sciences from Carnegie Mellon University and her Ph.D. in Molecular Biology from the University of South Alabama. Prior to joining BioTech Primer, Dr. Burke conducted research on the molecular pathogenesis of respiratory syncytial virus and Lassa fever virus at The Scripps Research Institute in La Jolla, CA. In addition to her years of research experience Dr. Burke has a strong background in scientific writing, having worked as a patent writer at Isis Pharmaceuticals in Carlsbad, CA. Dr. Burke has also taught biology and biotechnology classes at San Diego Miramar College.



Deliverables:

A reference manual containing all of the slides used in the class, all labs and activities, a glossary of biotech terms, and a certificate of completion. Lunch will be served.

Refunds:

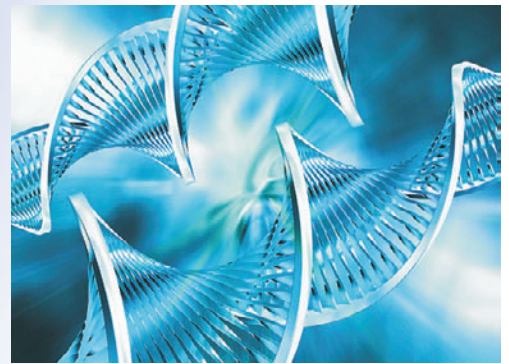
Refunds are not given. Registrants may not switch classes. If a registrant cannot attend, someone from their organization may take their place. Please contact Kerri Muir with substitute name and contact information.

Questions?

Contact Kerri Muir at 410.377.4429 x22 or Muir@BiotechPrimerInc.com

To Register:

www.BiotechPrimerInc.com and click on "Class Registration".



What People are Saying.....

Michael Horvat, *Director of Development, Biological Sciences, UCSD*

"Thanks again for the excellent training yesterday. I feel much better prepared to interact with our UCSD bio scientists and life science industry leaders."

Bruce W. Jennet, *Partner, Co-Chair, Global Life Sector, DLA Piper LLP (US)*

"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 to explain clearly and effectively the science and technology behind the creation of biotech products. We learned a lot and had fun learning it."

Claudio Ramirez, *Consul, Consulate of Canada*

"The Biotech Primer course provided me with a robust scientific understanding of the biotech industry and will greatly enhance my credibility with clients, ie: my ability to grasp their business models."