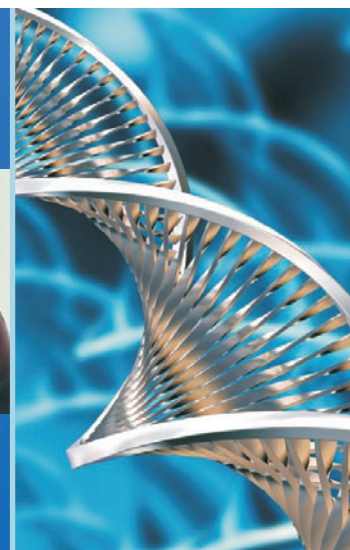


BioBriefing: Biotech for the Non-Scientist

Date: September 12, 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: Karin Lucas, Ph.D.

Dr. Lucas received her Ph.D. from the University of California, San Diego, where she studied inflammatory pain processing. Dr. Lucas began her career in the biotech industry as a scientist and project director at Cardinal Health, where she helped advance the development of over 25 therapeutic products, working with small biotech start-ups as well as large pharmaceutical companies in all stages of development. She subsequently worked as a protein formulation scientist and manager at Biogen Idec where she developed protein pharmaceuticals for the treatment of cancer, multiple sclerosis, chronic pain and hemophilia. A part-time instructor with BioTech Primer since 2004, Dr. Lucas assumed the role of Director of Education & Training in 2011. Through instruction and curriculum development she shares her passion for science and technology with a wide audience of non-scientist professionals who have an interest in the biotech industry.



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:

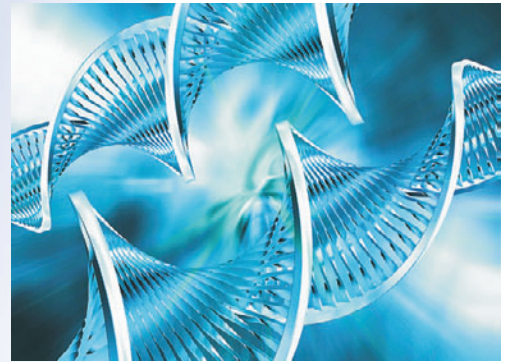
Refunds are not given. Registrants may not switch classes. If a registrant cannot attend, someone from their organization may take their place. Please contact Kerri Muir with substitute name and contact information.

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."