



BioBriefing: Industry Knowledge for the Non-Scientist

BioBriefing provides a concise overview of the key concepts of biotechnology and an introduction to the technology and terminology used by the biotech and pharma industries

Date: October 26, 2010

Time: 9:00am-4:30pm

Location: Kenyon & Kenyon LLP, One Broadway, New York City, NY 10004-1007

Fee: \$500 for NYBA Members \$545 for Non-Members Use Discount Number BB105 No Refunds

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

Break 10:15-10:30

The Science 10:30-11:30

Biotechnology Goals
Cells
DNA
Proteins
Genomes
Genetic Variation
Mutations

Genetic Engineering 11:30-12:30

Recombinant DNA
Plasmids
Generically Engineered Cells
Disease Models

Lunch 12:30-1:30

The Technology 1:30-2:30

How the Genome is Studied
Restriction Enzymes
PCR
Microarrays

Break 2:30-2:45

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

Getting a Diagnostic to Market 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 light breakfast and lunch will be served.

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

To Register: www.biotechprimerinc.com and click on “registration”

