



## Internationalising UK Life Sciences



**BioPartnering Europe**  
**London, 11 October 2011**

## **Preparing and managing partnering activities at the big conferences – getting it right**

**Lin Bateson, Executive Director**

**BioPartner.co.uk is an independent, accredited trade organisation, promoting international partnering for trade, investment and collaborations with UK life science companies**



# BioPartner.co.uk - what we do



## The BioPartnership Programme

BPP members enjoy our full range of discounts, enhanced promotion on BioPartner UK Delegations and first refusal on new international opportunities.



## UK Delegations: Showcasing UK Life Sciences

BioPartner promotes the UK presence at international partnering conferences. Companies joining a UK Delegation benefit from extra promotion and networking opportunities.



## UK BiotechNet

Consortium providing multiple expert input for specialised small to medium projects where it is not cost-effective to hire an interim or single-competency consultant.



# Big Conference Partnering – is it for you?

## Look at the bottom line

- Are you already too busy with existing partnerships?
- Is this a real target market for you?
- Look at the scope of the conference – who will need to be on the ground?
- Are your target companies attending?
- What realistic outcomes might there be?





# Partnering Preparations

## Decide on your strategy

### Online partnering:

- ✓ Target relevant prospects
- ✓ Present your offering specifically and in (sufficient) detail
- ✓ Find out what about them - what's new?
- ✓ Formally arrange meetings through the system

### Join a Delegation:

- ✓ strength in numbers
- ✓ practical support
- ✓ purchasing power

Consider an Exhibition Stand – direct sales might be the best approach

### Network – generate a buzz:

- ✓ Sign up to the Workshops, networking Receptions and Dinners

“

*read up about the capabilities of companies who are potential partners as well as promoting your own*

”

Richard Broadhead  
Oxford Expression Technologies





# Biopartnering online

## ***Your profile - present your company in its best light***

- ✓ Get your elevator pitch into the first 2 sentences
- ✓ Find out what delegates will see first when they find your company
- ✓ Make sure it's all up to date
- x Don't be tempted to write a life history
- x Don't leave it blank!

## ***Your availability – pace yourself!***

- ✓ Check the conference agenda – some sessions are worth attending
- ✓ Give yourself breaks – for meals, comfort and catching up
- x Don't neglect other opportunities – make time for serendipitous meetings

“  
... Be ready for a huge amount of preparation in identifying companies and individuals who might be a good fit for your services  
”

John Illingworth  
Illingworth Research



# Biopartnering online

## Meeting requests

- ✓ Keep it personal – write an appropriate message
- ✓ Research your target – did they just drop your TA from their programs?
- ✓ Add a message to every request
- ✓ Ask questions – you are more likely to get a reply
- ✓ Put in your contact details, try to get in contact before the show
- ✓ Follow up if you haven't had a response
- x Don't spam the conference
- x Don't copy and paste a standard message



“  
*think in terms of 'glass half full' when going into and requesting meetings*  
”

Richard Broadhead  
Oxford Expression Technologies

## Don'ts!

### Message

To GSK Bus Dev Delegate

Dear Jane

It's great to see that you guys at Merck are now looking for programs in our therapeutic area.....

### Message

To: CNS Development Company

Dear Bob

My company has a great Oncology program you may be interested in...

### Message

To: Mark

Dear George

.....

### Profile

Boring Biotech Inc., was founded way back in 1985 by 2 guys who thought it might be a great idea. 3 months later....



# Survival guide

## When you get face-to-face

*Keep it personal*

- ✓ Make it a conversation – ask questions
- ✓ Bring printed material to show
- ✓ End a meeting early if it's going nowhere
- ✓ Write up notes whenever you can
- ✓ Mention extra opportunities outside of the main focus
- ✓ Carry a bottle of water – you'll need it!
- x Don't set yourself an elephant trap – choose your words
- x Don't hand over a big catalogue!
- x Don't read from a laptop presentation

### Try to avoid being too personal:

- “Sorry I missed your talk”
- “Do you have kids?”
- “Late night?”
- “Didn't you used to work for...?”



“

*... with partnering meetings sometimes running from 8 in the morning until early evening, you just have to remember to book yourself out for a ½ hour lunch!*

”

John Illingworth  
Illingworth Research



# Networking and Follow-up

## Keep up the momentum

- Go to the parties – keep making connections
- Get a speaking slot at a Workshop
- Delegation members
  - use your contacts to spot leads
  - use your country exhibition stand to promote your company
- Follow up
  - meet your best leads informally
  - email/call them when you get back to the office



“

*networking takes time to work - don't turn up with a sales pitch.*

”

Business Advisor

“

*it sounds obvious, but remember to follow up on the meetings as promptly as you can when you get back from the conference.*

”

Richard Broadhead  
Oxford Expression Technologies



# Work hard, play hard

Have fun – but remember the deal-making doesn't stop until you step off the plane!



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