



BIOPARTNERING BEST PRACTICES

Business Development Commission – France Biotech – September 2021

BEFORE THE EVENT

Profile

Fill in your personal profile and your company profile, add a photo and a logo. Make sure that your areas of interest or partnering objectives are filled in, it will help your partner identify synergies.

If you are a frequent attendee at BIO conferences, you can download the profile created in previous BIO conferences, you will save time. Make sure your personal title is clear and can be understood by your partners, outside of your own company.

The company profile allows to upload documents, you can add a company presentation, annual report, or any other relevant document.

Update your notification preferences, to receive (or not) frequent notifications.

Agenda

Update your platform calendar with your availabilities. Be realistic about how many meetings you can manage. Last minute changes or cancellations are generally not well-received. Make sure to keep slots for lunch or personal meetings, don't forget to update evening slots taking into consideration the time zones of your future contacts.

Keep the platform calendar updated all along BIO preparation, according to your personal calendar.

All scheduled meetings can be downloaded, either in .ics format to add them to your personal Outlook, or in Excel format.

Search

Use the "search" tab to identify companies or contacts of potential interest. You can search company names, but also any key word related to your activity.

Save your most frequent searches, to use them more easily and save time.

Just like for the calendar, a search can be downloaded on Excel, if you need to work in depth on the list provided.

If you use a CRM, check the records, and make sure the contact was not previously contacted or declined.

Message Center

The message center is where all meeting requests are received and sent. If several people from your company attend the conference, remember that the message center is shared among all participants. Coordinate with your colleagues before accepting/declining a request.

Sort the messages sent or received using the tag function. You can create your own personal tags to help you sort and answer the requests (eg: Interest high/medium/low, to be accepted/to be declined), and then easily sort your messages using those filters. One message can have multiple tags (eg: high interest + to be accepted).

Sending requests - IMPORTANT

Before sending a request to a partner, make sure to read their profile and identify areas of common interest. Try to personalize your meeting request, targeting one contact in particular, and mentioning information you read on their profile. Generic/template requests are easily identified and will be deprioritised by many companies. Value quality instead of quantity.

Add a *short* description of your company's activities, and your partnering activities so the recipient has the possibility to accept without having to read through your entire profile. Avoid lengthy messages, don't repeat your entire company description, but only highlight the programs that can be relevant to the partner's interest.

Remember: A company like Servier will receive up to 400 or more meeting requests. Those where the interests can be rapidly identified will be more readily accepted.

Receiving requests

Try to answer all requests received as much as possible. Just like you, other attendees are waiting for answers to get organized. Answering all requests, even if the answer is negative, gives a professional and positive image of your company.

To save time answering all requests, you can create templates messages. For example, create a template decline email explaining that the partner's areas of interest are out of your scope of activity. You can then use it for several answers and will only need to personalize the name of the recipient.

DURING THE EVENT

Meetings

Prepare a company background image to upload for your video meetings.

Prepare your meeting: read the partner's profile, identify common areas of interest, prepare and personalize your slides according to your synergies. Practise your pitch to make sure you can deliver it in 10 minutes max. Avoid long presentations with too many slides. The meeting is usually 30 minutes, and you will need time for discussion.

Once a meeting is scheduled by the platform, *keep a slot before or after*, if you need to prepare or to write minutes. If your agenda is busy, it will be more efficient to write minutes immediately after the meeting, when you have all information clearly in mind.

AFTER THE EVENT

Follow-up

After the conference, write a follow-up email to your partner to wrap up your discussions and exchange presentation slides. Identify what are the next steps to your potential collaboration.

Track

Keep a record of what you have pitched and to whom. If you wish to talk to a partner at a future meeting, you can then remind them of what you spoke about last time and what is new.

EVENTS

The main biopartnering events are organised by Bio.org and EBD.

- Bio-Europe (EBD) – Oct/Nov 2021
- Bio-Spring – March 2022
- BIO International Convention (Bio.org) – June 2022

While attendance at the meetings was down at the beginning of the Covid epidemic, the quality of the partner meetings has remained good and attendance is now rising again.

Bio-partnering meetings are planned to remain virtual until Q3 2021 at least.

There are a lot of smaller events, usually specialised by therapeutic area or a specific geography. A lot of virtual events have appeared during the Covid crisis. It is not clear whether they will become regular when on-site conferences return.

For a complete list of the main biopartnering events, the best source is the, regularly updated, MacDougall Conference Calendar : <https://macbiocom.com/calendar/>

MACDOUGALL Conference Calendar		P Partnering / Networking M Medical / Scientific I Investor / Financial		Learn more at www.macbiocom.com	
AUGUST 2021					
M	World Orphan Drug Congress - USA (Terrapinn) LIVE	Oxon Hill, MD		8/25/2021	8/27/2021
M	ESC - European Society of Cardiology - World Congress of Cardiology	N/A	Virtual	8/27/2021	8/30/2021
SEPTEMBER 2021					
M	ERS - European Respiratory Society - International Congress	Barcelona, Spain	Virtual	9/5/2021	9/8/2021
M	PAINWeek National Conference on Pain for Frontline Practitioners	Las Vegas, NV		9/7/2021	9/11/2021
I	Goldman Sachs Biotech Symposium	London, UK		9/7/2021	9/7/2021
M	IASLC World Conference on Lung Cancer	Denver, CO	Virtual	9/8/2021	9/14/2021
I	Citi Annual BioPharma Conference	New York, NY	Virtual	9/8/2021	9/10/2021
M	EURETINA 2021	Dublin, Ireland	Virtual	9/9/2021	9/12/2021
I	Wells Fargo Securities Healthcare Conference	New York, NY	Virtual	9/9/2021	9/10/2021
M	FairJourney - Innovation in Antibody Discovery & Development	N/A	Virtual	9/9/2021	9/9/2021
P	Startup Springboard	N/A	Virtual	9/9/2021	9/9/2021
M	AUA - American Urological Association - Annual Meeting	Washington, DC	Hybrid	9/10/2021	9/13/2021
M	HFSA - Heart Failure Society of America - Annual Scientific Meeting	Denver, CO	Hybrid	9/10/2021	9/13/2021
I	H.C. Wainwright & Co. Global Investment Conference	New York, NY	Virtual	9/13/2021	9/15/2021
I	Morgan Stanley Global Healthcare Unplugged Conference	New York, NY	Virtual	9/13/2021	9/15/2021
I	RESI - Redefining Early Stage Investments	N/A	Virtual	9/13/2021	9/15/2021
I	Baird Global Healthcare Conference	New York, NY	Virtual	9/14/2021	9/15/2021
M	ESMO - European Society for Medical Oncology - Congress	Paris, France	Virtual	9/16/2021	9/21/2021
I	4D Meets AI	N/A	Virtual	9/16/2021	9/17/2021
I	Longevity, Health & Innovation	N/A	Virtual	9/16/2021	9/17/2021
M	ICC 2021 - 4th Edition of International Cancer Conference	Paris, France	Virtual	9/17/2021	9/18/2021
M	World Muscle Society Annual Congress	Prague, Czech Republic	Virtual	9/20/2021	9/24/2021
P	BioPharm America™ (EBD Group)	Boston, MA	Virtual	9/20/2021	9/23/2021
M	Oppenheimer & Co. Healthcare Life Sciences & MedTech Summit	N/A	Virtual	9/20/2021	9/23/2021
P	Bio-IT World Conference & Expo (CHI)	Boston, MA	Hybrid	9/20/2021	9/22/2021
I	Deutsche Biotechnologietage (BIO Germany, BIO.NRW, BMBF)	Wiesbaden, Germany	Hybrid	9/20/2021	9/21/2021
M	Precision Medicine World Congress	Pittsburgh, PA		9/23/2021	9/24/2021
M	National Lipid Association Annual Scientific Sessions	Orlando, FL	Hybrid	9/24/2021	9/26/2021
M	AACC - American Association for Clinical Chemistry - Annual Meeting & Clinical Lab Expo	Atlanta, GA		9/26/2021	9/30/2021
M	EASD - European Association for the Study of Diabetes - Annual Meeting	Stockholm, Sweden	Virtual	9/27/2021	10/1/2021