

ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN BUSDEV & LICENSING



> LEARN from Pharma's
international top experts



Roger Cox

The Pharma Licensing Negotiation Course

“ A most valuable course for the business development professional! The course was excellent, particularly the instructor, content and participants. Very much looking forward to applying the learnings!”

Joel Krauser, Director - **Vifor Pharma** (Switzerland)



The Pharma Licensing Negotiation Course

LEARN

- > The skill set required to successfully negotiate licence deals in the pharma-biotech world, to persuade and build consensus.
- > What you need to prepare and check before starting a negotiation.
- > The methods for determining value and how to use a financial modelling spreadsheet to improve negotiation outcomes.
- > Practise negotiating skills in 4 interactive role plays featuring typical Pharma/Biotech licensing situations.
- > The differences between integrative and distributive negotiation strategies and tools to improve leverage.
- > The various types of licence agreements used in pharma-biotech, and methods to determine royalty rates and value sharing.



The Expert
Roger Cox

- Dr Roger Cox has 30 years of licensing experience encompassing both big and small pharma/biotech companies.
- Currently Regional Advisor for UK and Europe with Plexus Ventures, Roger was formerly Executive Director with J&J's Global Pharma BD Group where he negotiated over 50 commercial licence agreements.
- Roger is a highly regarded pharma licensing veteran. His course participants highly value the opportunity to tap into his exceptional knowledge and expertise, backed-up by an impressive career.

Dates & Locations

3-4 April 2025 (Brussels)
23-24 October 2025 (live online)

27-28 November 2025 (Brussels)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“ Thanks for the great training course during these two days! It was of a great value, I appreciate the shared experiences from Roger and the discussions with other attendees. Very positive and inspiring 2 days!”

NRS Innovation
Brahim Sennane
Transfer & Licensing Manager
France (June 2023)

“ This is a perfect course for anyone wanting to learn about licensing negotiation within the pharma industry. It was really useful, not only in terms of the theoretical part but especially thanks to putting that theory into practice with experienced participants during exciting negotiation role-plays.”

Biofarm
Monika Witkowska-Kubicka
Key Account Manager
Poland (June 2023)

“ Fantastic course! Thank you, Roger and thank you, CELforPharma. 2 days well spent.”

Bluepharma
José Dias
Business Development Manager
Portugal (December 2023)

Agenda



All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to margherita.mutto@celforpharma.com.

DAY 1

- > **Welcome and Introductions (~30 min)**
- > **Negotiation Skills (~1 h)**
 - Master-level negotiation skills for Pharma and Biotech and how to develop them
 - Networking, opportunity identification and managing deal flow
- > **Preparation for Negotiation and Value Analysis (~1 h 15 min)**
 - Check lists, term sheets and value drivers
 - Financial models and net present value (NPV)
 - Risk adjusted NPV allocation and decision tree analysis
 - Headline Deal Value
 - Influence of goal setting on negotiation outcome
 - Better negotiation
 - Negotiation strategies
- > **Advantages and Pitfalls of Different Negotiation Tools (~30 min)**
 - The traded concession
 - The give-away paradox
 - Bundling the not-so-good
 - Using deal breakers & challenging them
 - Expanding choice to get a good result
 - Using timing & time to your advantage
 - Attrition tactics

Lunch Break

- > **Role Play – Preparing to Negotiate (~45 min)**
 - Role play exercise: involving the Licensing Director of a pharmaceutical company seeking to license a drug delivery technology for a new chemical entity from a smaller biotech company
 - Discussion and learnings
- > **Negotiation Styles and Presentation Skills (~45 min)**
 - Negotiating styles – responses and risks styles
 - Presentation skills and body-language
 - Leadership and using your team
- > **Developing Leverage and Negotiation Tactics (~45 min)**
 - Developing negotiation leverage
 - Bargaining and bluffing
 - Delivering the message
 - Managing difficult items and bad news
 - Anchoring and managing expectations
 - Dealing from strength and dealing from weakness
 - Trading and bargaining
 - Marginal gains
 - Structured negotiation tips
- > **Role Play – Term Sheet Assumptions (~2h: 1 h 15 min on day 1, 45 min on day 2)**
 - Bargaining term sheets - preparation, content and negotiation
 - Internal team meeting to agree and input assumptions for spreadsheet and NPV share calculations

DAY 2

- > **Licences, Royalties and Milestones (1 h 30 min)**
 - Licences and freedom to operate
 - Value sharing, benchmarking royalty calculation methods
 - Licence fees, milestones and option payments
 - Unexpected consequences
- > **Role Play – Licence Negotiation (~1 h)**
 - Role play exercise: meeting to decide strategy and terms to resolve potential infringement of a third party's Intellectual Property Rights
- > **Role Play – Term Sheet Assumptions (~45 min, continued from day 1)**

Lunch Break

- > **Role Play – Term Sheet Negotiation (~1 h 30 min)**
 - Role-play exercise: involving two teams negotiating a term sheet covering a licence and manufacturing agreement between a biotech company with a new chemical entity in clinical development and a biopharmaceutical company seeking world-wide rights
- > **Term Sheet Presentations, Feedback & Learnings (~45 min)**
 - Analysis of term sheet negotiations
 - Where was the value captured?
 - Identification of value drivers which could have improved outcome
 - Learnings for future negotiations
- > **Critical Success Factors in Contract Negotiation (~45 min)**
 - Defining performance and value protection
 - Determining appropriate sanctions
 - Meaning and Interpretation
 - Closure
 - Cross-cultural negotiations and considerations
- > **Course Learnings and Conclusions (~30 min)**

Registration Form



Complete the below form and email to aswaan@celforpharma.com or go to www.celforpharma.com and complete the online registration form.



QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

Course(s)

Course Title _____
Course Date(s) _____

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title _____ Email _____
First Name _____ Mobile Number _____
Last Name _____ Country of Work _____
Job Title _____

Company Details

Company Name _____
VAT Number _____
Invoicing Address:
Street Address _____
City/Province _____
Postcode _____
Country _____

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional) _____



Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.