



*So, you're going to BIO World Congress . Fantastic!
Now what?*

World Congress links biotech, chemistry and agriculture to create new value chains.

Why Attend?

Pre-Conference training will equip you to:

- define success criteria for your company
- create a profile of ideal targets to secure pre-planned meetings with
- define "target-centric" value propositions to increase the likelihood of securing those meetings
- optimize various methods for securing pre-planned meetings
- make the most of the meetings you have while at the conference

Who Should Attend?

This session is ideal for any employee of a cleantech SME attending BIO World Congress.

For More Info and to Register

Contact **Jenn Friesen by Friday, June 8**
at (204) 272-4598 or jenn@prairiebiosciences.ca

Registration

June 14, 2018

10:00am-2:30pm
Half Day Workshop

LOCATION
Alberta Innovates
250 Karl Clark Rd NW
Edmonton

COST

\$100

Lunch included

 **bio alberta**
Association for Life Sciences Industry

Instructor



Dafne Orbach is a niche B2B lead generation specialist with more than 20 years of experience in niche based market segmentation, micro segmentation, market intelligence, definition of marketing strategies, campaign implementation, lead generation and content marketing for industrial manufacturing, ICT and scientific companies.

Dafne's background in Marketing and Communications combined with her 15+ years experience working with technical companies in the B2B sector, gives her a unique perspective. She understands the language, style, audience and particular business challenges and can translate that knowledge into qualified brand-new leads. She strongly believes that **"top notch products deserve nothing less than top notch marketing. Nothing less"**.

