

## Event Internal Blog Post Sample Copy – Internal Communication 2014

# Allicense 2014 - April 29-30 - Event Details

Blog Post created by [Jillian Tygh](#) on Apr 2, 2014

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### ALLICENSE 2014: THE NEXT GENERATION OF DEALMAKING

With the acquisition of Recap comes the acquisition of the annual dealmaking conference, [Allicense](#). Thomson Reuters will be hosting this event in San Francisco, April 29th-30th, with the support of our sponsored co-hosts: Locust Walk Partners, the ABD Team, Silicon Valley Bank, BayBio, Russel Reynolds, Alexandria Real Estate Equities, and Fenwick & West, LLP.

Recap has hosted this event for the past 18 years with significant success. This year, it returns with a twist, focusing on the next generation of biopharma dealmakers, covering a host of controversial topics such as "Are Big Pharma companies taking a back seat in M&A dealmaking?" and "Is Venture Capital dead?".

### EVENT DETAILS

**Date:** April 29 - 30, 2014

**Location:** The Palace Hotel | [2 New Montgomery Street](#) | [San Francisco, CA](#)

**Website:** [www.allicense.com](http://www.allicense.com)

**SFDC Link:** <https://na5.salesforce.com/70170000000UmV5?srPos=2&srKp=701>

**Major Event Themes:** Next Generation of Dealmaking, Biopharma deals, Impact of Healthcare Reform on Biopharma, Industry Controversy

### KEYNOTE SPEAKERS

**Zeke Emanuel**, Joint Appointment - Wharton School & School of Medicine, University of Pennsylvania

**Ari Fleischer**, Former White House Press Secretary for U.S. President George W. Bush 2001-2003

**Kenneth Moch**, CEO, Chimerix

**Paul Hastings**, CEO, Oncomed

**Robin Smith**, CEO, NeoStem

**Tracey Mumford**, Senior Director, Michael J. Fox Foundation

*For a full list of speakers please visit our website : [www.allicense.com](http://www.allicense.com)*

## PRESS ATTENDING

**Adam Feuerstein**, Sr. Columnist, TheStreet

**Luke Timmerman**, Columnist, Xconomy

**Ron Leuty**, Biotech Reporter, San Francisco Business Times

**Marie Daghlian**, Director of Communications, The Burrill Report

**Peter Winter**, Editor, BioWorld

## TARGET AUDIENCE

- Pharma/Biotech C-level Contacts
- BD&L Executives, Corporate Development Executives
- VCs and Investment Bankers

## HOW YOU CAN HELP

- You can forward the attached emails to your personal contacts
- Share Allicense tweets from [@Cortellis](#) on your twitter feeds - or you can start by retweeting the social selling posts below:

*The Dealmaking landscape has shifted. Are you ready for the Next Generation of Dealmaking? Learn more @ Allicense2014 <http://bit.ly/1iLnaW4>*

*[@pfizer@LillyPad](#)<http://bit.ly/1jHnd2H> #Allicense2014*

*Zeke Emanuel and Ari Fleischer discuss the impact of healthcare reform on biopharma. Join them at Allicense2014 <http://bit.ly/1iLnaW4>*

*OncoMed and [@Celgene](#)<http://bit.ly/1jHnd2H> #Allicense2014*

*Aragon Pharma + J&J [@JNJNews](#)<http://bit.ly/1jHnd2H> #Allicense2014*

*Meet the new players and learn about current trends in biopharma dealmaking at Allicense2014 this April <http://bit.ly/1iLnaW4>*

*Voting is now open to select the most innovative M&A / licensing deal of 2013. Who should win? <http://bit.ly/1jHnd2H> #Allicense2014*

*Who makes a better licensing partner? Established pharma or emerging specialty biopharma players? <http://bit.ly/1iLnaW4> #Allicense2014*

*Moderna Therapeutics and [@AstraZeneca](#)<http://bit.ly/1jHnd2H> #Allicense2014*

*Okairos and [@GSK](#)<http://bit.ly/1jHnd2H> #Allicense2014*

- Reference [#Allicense2014](#) on any/all tweets

- Share posts regarding Allicense on LinkedIn & Twitter
- Include the below in your email signature:

**JOIN US: ALLICENSE 2014 - THE NEXT GENERATION OF DEALMAKING**  
APRIL 29-30 | THE PALACE HOTEL | SAN FRANCISCO  
[WWW.ALLICENSE.COM](http://WWW.ALLICENSE.COM)

If you have any questions, please feel free to reach out to either [Jillian Tygh](#) or [Karla Burke](#).

## ATTACHMENTS

- [Join the next generation of dealmakers \(5\).html.zip](#) 3.4 KB
- [Allicense 2014 Who Would You Prefer to Partner with the Established or the Aggressors .html.zip](#) 3.7 KB
- [Allicense 2014 Is Big Pharma on the Way Out .html.zip](#) 3.5 KB
- [Allicense 2014 Wheres Your Money in the Life Sciences Funding Divide .html.zip](#) 3.5 KB