



Genetic Engineering
& Biotechnology News

Webinars

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Webinar Promotion

Speakers



Daniel Tessier
Vice President Technology
Centra, Genome Quebec,
McGill University and
Genome Quebec
Innovation Centre



Alexandre Montpetit
Assistant Scientific
Director Genome
Quebec, McGill University
and Genome Quebec
Innovation Centre



Louis Murray
Applications Market
Development Manager,
Agilent Technologies



John Starlina
Moderator

Eliminating Bottlenecks and Managing Quantity and Quality in Genomics Research

GEN Webinars

Free Registration!

www.GENengnews.com/genomics

The most obvious value of automating genomics workflows is improving throughput, productivity, and consistency. Automated liquid handling, for example, eliminates human error in repetitive tasks like pipetting. The automation of shaking, heating, mixing, and other wet steps in genomic protocols provides similar consistency and standardization from hour to hour, experiment to experiment, and laboratory to laboratory, irrespective of laboratory throughput. Finally, automation reduces worker fatigue and frees lab personnel to perform more valuable tasks.

Yet automating a manual genomics workflow is far from a "slam-dunk" exercise, particularly for complex genomics protocols. During the initiation phase, lab managers must plan for potential

What You Will Learn

- Applying automation to genomics workflows
- How improvements in throughput, consistency, and walkaway time benefit busy laboratories
- Examples of real life applications and case studies, including normalization of genomic samples and optimization of Agilent Target Enrichment technology on an Agilent Automation platform

Who Should Attend

- Principal investigators and managers of genomics laboratories at all throughput levels
- Bench level scientists and technicians working through traditional (manual) and automated (robotic) genomics workflows
- Automation engineers seeking new solutions to existing and future anticipated workflow issues



Web Brief

Webinar Dashboard

Specs/Rates

Webinars* - 60 to 75 minutes

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Sponsored Package – content and speakers provided by sponsor	\$21,995
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With video, audio, and synchronized PowerPoint:	\$45,000
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Comprehensive promotional program and registrant reporting materials are included.

Web Brief* - 10 to 15 minutes

Leverage your powerpoint slides and existing marketing assets into a concise, professionally produced web brief. Audio component features your own expert or product manager.

Audio and synchronized PowerPoint	\$7,750
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* Webinar rates are Net.