

# BIOCOMPARE

The Buyer's Guide for Life Sciences



## IN THIS ISSUE

- Step-by-Step Guide to Creating a High Converting Webinar
- February Editorial
- Meet the Editor
- New Inhibitor Search Tool

## February Editorial

2 <sup>nd</sup> Feb	Proteomics
4 <sup>th</sup> Feb	Epigenomics
9 <sup>th</sup> Feb	Microarrays: "Not Dead Yet"
11 <sup>th</sup> Feb	DNA vs direct protein vs. mRNA delivery
16 <sup>th</sup> Feb	Chromatography Buyers Guide
18 <sup>th</sup> Feb	Digital PCR vs. real-time PCR
23 <sup>rd</sup> Feb	Next-gen sequencing 2016 update
25 <sup>th</sup> Feb	Neuroscience tools

## Meet the Editor

SLAS, San Diego: 25<sup>th</sup> – 27<sup>th</sup> January

AACR, New Orleans: 16<sup>th</sup> – 20<sup>th</sup> April

To arrange a meeting at the above conferences, please email us

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[ewatson@comparenetworks.com](mailto:ewatson@comparenetworks.com)

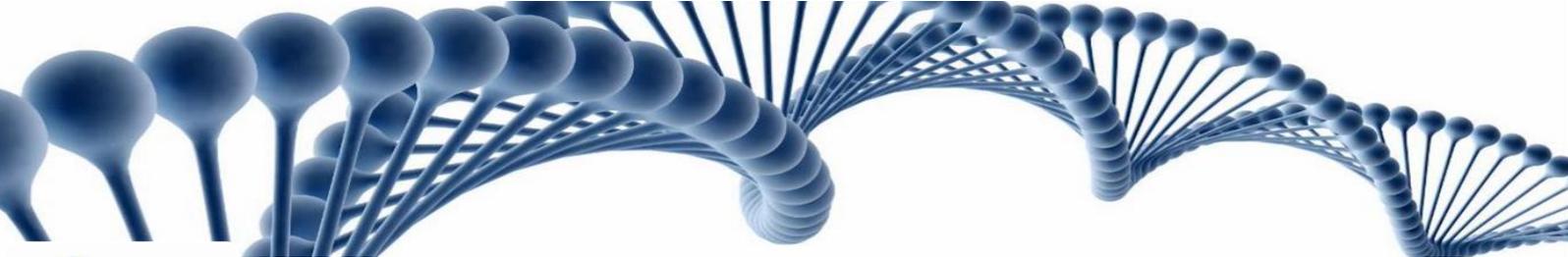
**Our Editorial Articles** cover the latest developments and usage trends for instrumentation, reagents, software, and technologies utilised by scientists performing basic and translational research. For more information, please contact Biocompare's Managing Editor, Peter Fung, PhD at [pfung@biocompare.com](mailto:pfung@biocompare.com)



Peter has over 20 years of life science industry experience, serving as both an R&D group leader and Marketing Product Manager. He has a PhD in Molecular and Cellular Biology from Syracuse University and did postdoctoral work at the University of Massachusetts Medical School. Using his extensive scientific background and broad perspective on the technology landscape, Peter is responsible for the overall editorial execution of Biocompare's content strategy, staying ahead of industry trends and innovations.

[View the 2016 Editorial Calendar](#)

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## What's New at Biocompare?

Learn about how we are continuously improving our user experience and new programs we're offering to help you engage with the 250,000+ scientists who come to Biocompare each month to make informed purchasing decisions.

### Biocompare Has a New Inhibitor Category!

Biocompare's new Inhibitor category will help researchers find commercially available inhibitors of the targets they are studying. Search by Inhibitor Target or Keyword for a list of matching inhibitors and their suppliers. The search tool also offers options to filter by Enzyme Family, Enzyme Subfamily and Company. To check out the [Inhibitor Search Tool](#) [Visit](#)

Scientists can also use the [Enzyme Inhibitors](#) page to browse groups of Inhibitors (e.g. Kinase Inhibitors, Protease Inhibitors, Inhibitor Cocktails)



### Step-by-Step Guide to Creating a High Converting Webinar

**Inbound Marketing** is all the rage these days, but that doesn't mean that traditional outbound marketing (a.k.a. advertising) can't still be effective.

At its core, it's very simple:

**Create valuable content for your target audience, and give it to them.**

Done well, a webinar full of valuable content can give you high numbers of leads that convert to sales.

Neil Patel of Blogspout has a neat [Step-by-Step Guide to Creating a High Converting Webinar](#) – if you'd like a copy of the guide, [email us](#) and we'll send it to you.