

# THE PREMIER NETWORK OF BIOPHARMA COMMUNICATORS

## WHO T2B IS FOR:

- Public / media relations and external comms
- Corporate and/or public affairs
- Integrated communications
- Marketing communications
- Internal communications
- Strategic communications
- Visual storytellers and graphic designers
- Aspiring biopharma communicators

*Ticket to Biotech (T2B) elevates our impact through purposeful relationships and shared experiences. Together we're shaping the global life science narrative.*

**39%** in-house

**38%** agency or firm

**16%** ind. consultant

**5%** job seeker

**2%** student/recent grad

**800+** T2B members



**2x** brand followers

**2 in 3** members have more than a decade of experience



**10/10**

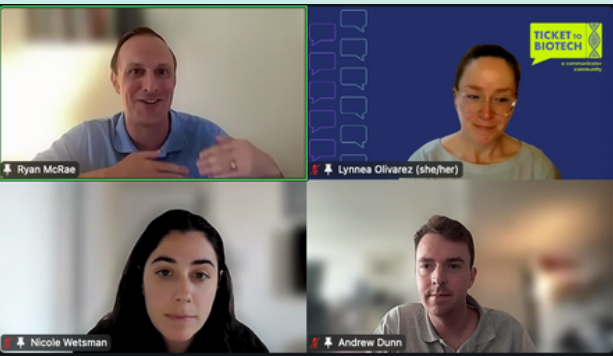
Top US biopharma clusters\* represented by membership



**90%** of members cite networking and idea exchange as a reason they joined T2B

Members represent **17** of the top 20 pharma companies and **15** of the top 25 biotech companies

# TECHNICAL SKILLS AND INDUSTRY UPDATES



Aug. 2024 Endpoints Press Pass Panel

## 2024 Pre-JPM Press Pass Panel Feedback:

“I thought this was an excellent Q&A session. Though it was tailored to JPM, there were plenty of tips & tricks that are useful more broadly.”

“Appreciated how open and different the reporters were. Very unique perspective.”

“Super insightful, especially for agencies like ours representing multiple clients in the broader biotech industry.”

## BIOPHARMA BEATS BULLETIN

Mandy Jackson  
Scrip



“We’re not covering everything. We’re picking things where we think we can take the time and add some perspective – something that’s valuable to people that are in the industry to help them understand what the news means to them and their business.”



Example of monthly media profile

## Member-Driven Monthly Programming and Resources:

2025 roundtables include Media Minds (programming examples pictured), Culture Connect, Patient Advocacy & Engagement, IR, Digital/Social Media, Students & Recent Graduates

# LEADERSHIP, INFLUENCE, AND CAREER DEV



## Comm Convos

We pride ourselves on real talk. 2025 monthly panels will feature biopharma comms heavy hitters. Quarterly professional development workshops are slated, too.

# BESPOKE CONTENT FOR BIOPHARMA COMMUNICATORS



- Archive of all past event replays
- Weekly video series
- Post-event key takeaways
- Resources tied to monthly themes
- Private T2B Slack workspace for idea sharing



## VIRTUAL + IN-PERSON NETWORKING

- Peer-Learning Practicum coaching groups
- Quarterly regional T2Bmeets in major biopharma hubs
- Signature T2Bmeets in conjunction with JPM, BIO, ASCO, and ASGCT
- Interest-specific roundtables
- Regional Slack channels
- Member directory

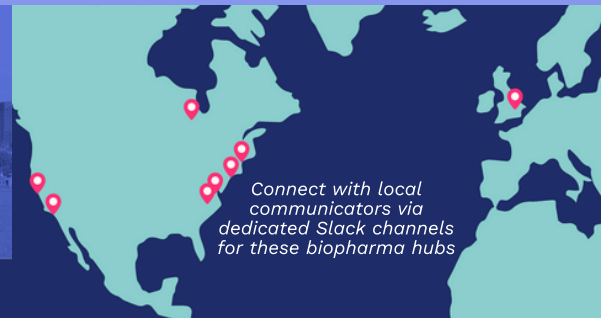
**T2BMEET@BOSTON**  
**NETWORKING BREAKFAST**  
 FOR BIOPHARMA PR/COMMS PRACTITIONERS

THURSDAY, JULY 11TH 7-10 AM ET MASSBIO, 700 TECH SQUARE 5TH FLOOR CAMBRIDGE, MA 02139

**REGISTER NOW** ➔

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### leadership lab

T2B CORPORATE ADVISOR SERIES

## We Need to Stop Waiting to Invest in Ourselves



**Carly Goldsmith**  
 Executive Leadership Coach & Facilitator

## PREMIUM OFFERINGS

- Half-day summits in conjunction with several T2Bmeets
- Tailored executive coaching\*
- Biopharma Corporate Affairs Bootcamp\*
- Intimate outings like Zen Before JPM yoga mixer

\*Add-ons accessible exclusively to T2B Pro members

TICKET to BIOTECH PRESENTS

# ZEN BEFORE JPM

Offering a moment of zen before the chaos begins!  
 Light yoga and stretching for biopharma comms/PR practitioners

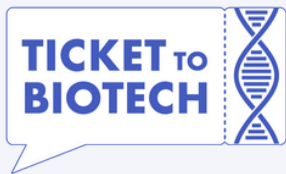
**YOGA CLASS**  
 FOLLOWED BY REFRESHMENTS

SUNDAY, JANUARY 12, 2025 | 3-5 P.M.  
 Divine Yoga Studio | 406 Brannan St. | San Francisco

**RESERVE YOUR SPOT AT TICKETTOBIOTECH.COM** ➔

only 18 spots available

# COMPETITIVE MEMBER PRICING OFFERS ACCESS TO SPECIALIZED BIOPHARMA COMMS PROGRAMMING



2025 Annual Dues	Networking	Prof. Dev.	Resources
\$1,000*	Private Slack, T2Bmeets, peer coaching, member directory	≥2x/monthly virtual panels, quarterly workshops	Bespoke content archive, weekly videos, newsletter
\$407 for national, 1 local chapter, 1 prof dev section membership dues	Member database, private online forum (in-person events cost extra)	~2x/monthly webinars	Monthly newspaper, Issues & Trends daily email
\$5,800-\$8,900	Core group w/ coach, 200+ community groups	Live and on-demand speaker series, roundtables, local summits	Clubhouse access, digital platform

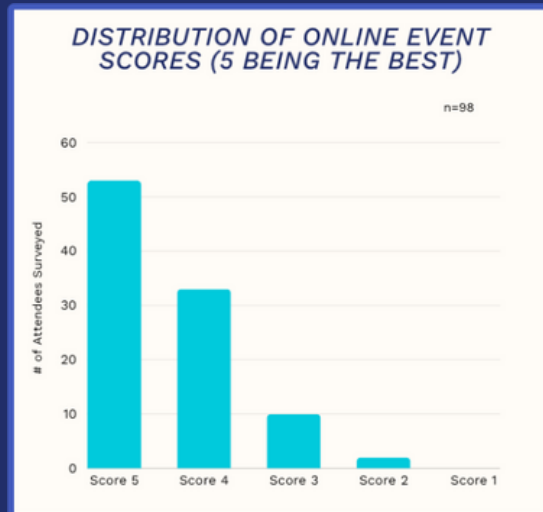
\*Customized partner packages and group discounts for ≥5 T2B Pro members available

## HIGHLY ENGAGED COMMUNITY HAS CONSISTENTLY REPORTED MEMBERSHIP TO BE VALUABLE

“Loved! So happy to connect with old friends and meet new.”  
 -T2Bmeet @ Boston networking event attendee

“... Opportunities like this are unmatched to learn and share best practices with fellow comms pros.”  
 -July Comm Convo fireside chat attendee

“This group is an absolute gem and I’m so happy to be part of it.”  
 -International T2B member



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T2B at [tickettobiotech.com](https://tickettobiotech.com)

**PARTNER**

by contacting  
[lynnea@tickettobiotech.com](mailto:lynnea@tickettobiotech.com)

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