

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.

- 40%** in-house
- 37%** agency or firm
- 15%** ind. consultant
- 6%** job seeker
- 2%** student/recent grad

700+ T2B members

 **2x** brand followers

2 in 3 members have more than a decade of experience



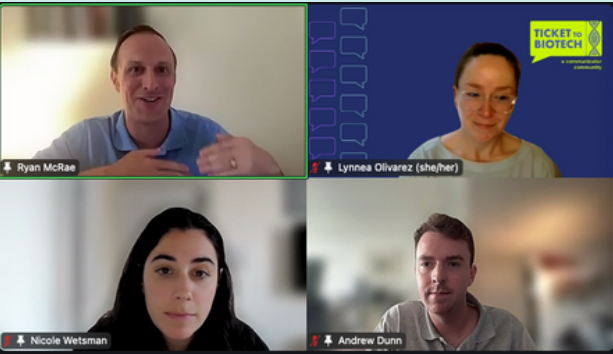
10/10

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

2023 Pre-JPM Press Pass Panel Feedback:

“This was a fantastic event, and one of the more useful events like this that I've been to. Thank you for setting it up!”

“Loved the pre-JPM event. Really helpful as so many comms pros will be pitching around JPM!”

“Thank you for organizing. I've been to a lot of press panels over the years and this was by far the most helpful and engaging.”

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), Employee Engagement, Patient Advocacy, 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

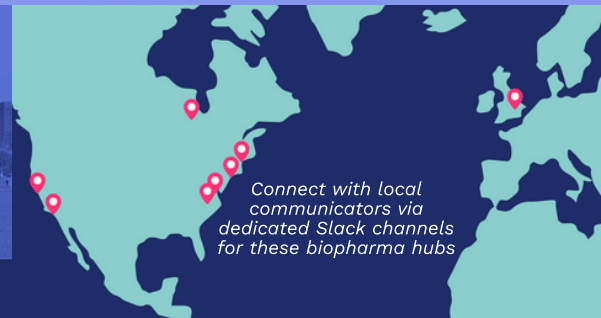
- Peer-Learning Practicum coaching groups
- Quarterly regional T2Bmeets in major biopharma hubs
- Signature T2Bmeets in conjunction with JPM, BIO, etc.
- Interest-specific roundtables
- Regional Slack channels
- Member directory

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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 TICKET TO BIOTECH MASSBIO CASTLE abbvie



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

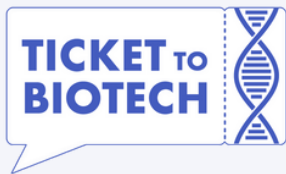
YOGA CLASS
 FOLLOWED BY REFRESHMENTS

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.”

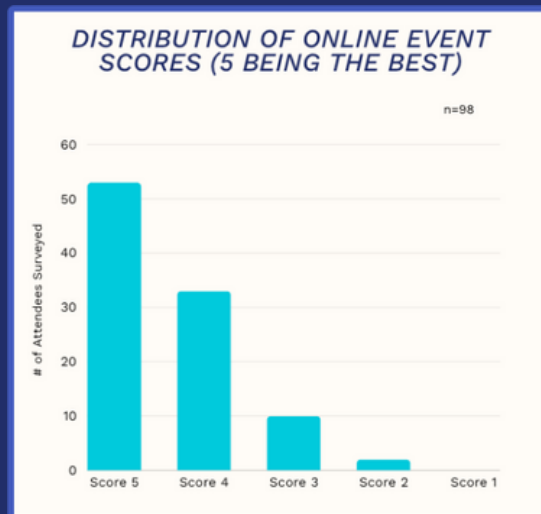
-T2Bmeet @ Boston networking event attendee

“... 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

PARTNER

by contacting
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