



THE BIOTECHNICAL INSTITUTE OF MARYLAND, INC. (BTI)

December 5, 2011

Nikki Kerber
Jen Roche
Shaytu Schwandes
Kelly Shinnick

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OUR GOALS

VISIBILITY & CREDIBILITY

Create a professional brand

Emphasize the social connection
that differentiates BTI

Recommend ways to share the
BTI message with the community

...through BRAND, MARKETING, and your ONLINE PRESENCE...

WHO IS BTI?

- A non-profit organization
- A leader in specialized biotech training
- Offers tuition-free biotech training for entry-level students through the Lab Associates Program
- Offers paid training for biotech employees through the BioSciConcepts Program

THE BTI NAME

The BioTechnical Institute of Maryland, Inc.

Equipment & lab services

Educational training

Research & development

THE BTI NAME

Institute, school, college, university, training center, academy

**Biotech Training Institute
of Maryland, Inc.**

WHAT OTHERS ARE SAYING?

- **An innovative and inspirational institution**
- **A sense of accomplishment**
- **A hands-on experience that prepares for the biotech industry**
- **A welcoming, patient, encouraging institution**
- **Knowledgeable**
- **Making major breakthroughs in the biotech industry**
- **Gave me the confidence and guidance**
- **A close relationship between students and instructors**
- **Professional reinvention**
- **Good educational foundation**

MISSION STATEMENT

Animated Slide

The core mission of BTI is to advance the career opportunities for qualified and deserving students by providing tuition-free laboratory training in the biotechnology field. BTI also provides biotechnology education to career professionals. Instruction focuses on the highest quality training to give students the skills they need for success in biotechnology.

CURRENT LOGO



- Difficult to recognize
- Becomes muddy at smaller resolutions
- Does not resonate as a leader in biotechnology
- Hard to incorporate on materials
- Lacks professionalism

NEW LOGO



Biotech Training Institute
of Maryland, Inc.



MARKETING MATERIALS



Professional biotech training for current and *future* employees.

At the **Biotech Training Institute of Maryland (BTI)**, students learn from industry leaders such as Dr. Wayne Dutcher, Director of BioSTART, and Dr. Timothy Fawcett, Director of BTI.

We specialize in scientific training for a professional audience. From entry level preparation to advanced skills training, BTI is the place to go to get the hands-on experience needed for biotechnology. We even offer

a tuition-free Lab Associate program for students interested in entering the field. Our list of employer partners spans for itself – NASA, Johns Hopkins, Bristol-Myers Squibb, Harvard University, Johnson & Johnson, National Cancer Institute, National Institutes of Health, Proctor & Gamble, and many more.

Contact us today to find out how we can help your workforce stay focused on the changing skills needed by in today's biotech professions.



Cutting-edge biotechnology training for all.

EXPLORE: www.biotechmd.org

INQUIRE: info@biotechmd.org

TALK: 410-752-4224



Reinvent yourself professionally with a career in biotechnology.

Get **hands-on training for a career in biotechnology** and the support you need for success at the **Biotech Training Institute of Maryland (BTI)**. At BTI, you will learn and practice the skills required in a biotechnology lab. Whether you need entry level preparation or advanced skills training for a current career, BTI is the place to go.

Ask us about our tuition-free Lab Associate program for students interested in the field of

biotechnology. For more advanced training, inquire about **BioSciConcepts**, a program geared toward current biotech associates and employers for continuing education.

Train with the best. Our employer partners include: NASA, Johns Hopkins, Bristol-Myers Squibb, Harvard University, Johnson & Johnson, National Cancer Institute, National Institutes of Health, Proctor & Gamble, and many more.



Ignite your career in biotechnology today.

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MARKETING MATERIALS



ONLINE PRESENCE

- **78% of the North American population uses the internet**
- **In Maryland alone:**
 - **4.7 million Internet users as of June 2010, 82.3% of the population**
 - **2.5 million Facebook users on March 2011**
- **In a Google search titled “biotech training” – over 140 businesses appear before BTI**
- **In a Google search titled “biotech training in Maryland”, BTI is the third result**

CURRENT WEBSITE

- Unprofessional design
- Out of date content
- Poor navigation set up
- Hidden and Broken links

The screenshot displays the website for the BioTechnical Institute of Maryland, Inc. The header features the organization's logo and name. Below the header, a navigation bar contains links for 'about us', 'map', 'funding', 'site map', and 'contact'. The main content area is divided into two columns. The left column is titled 'Laboratory Associates Program' and contains a paragraph of text describing the program, followed by three links: 'Prospective Students', 'Prospective Employers', and 'View CNN visit to BTI'. The right column is titled 'Scientific Workshops' and contains a paragraph of text, followed by a list of workshop topics: 'Introduction to PCR', 'Introduction to Protein Expression', 'Introduction to Recombinant DNA', 'Introduction to Cell Culture', and 'Introduction to Baculovirus Techniques'. A small image of a person in a lab coat is visible in the bottom right corner of the main content area.

BioTechnical Institute of Maryland, Inc.

BTI offers both the [Laboratory Associates Program](#) and a series of [Scientific Workshops](#) to employers.

Laboratory Associates Program

The BioTechnical Institute of Maryland, Inc. (BTI) was founded in 1998 as a non-profit 501 (c)(3) corporation, to fill a need for specialty scientific training of entry-level biotechnicians for employment in Maryland's rapidly expanding biotechnology industry. The BTI Laboratory Associates Program provides tuition-free training in basic laboratory skills to bright, ambitious, unemployed and under-employed Maryland residents. A combination of classroom instruction, and on-the-job work experience, enables BTI's successful graduates to realize employment options, while employers benefit from a stream of ready-for-hire, well-qualified lab technicians. Enrollees of this program are mature, ambitious high school graduates, who have the desire to improve their job prospects by learning basic, in-demand lab skills. Many local companies currently employ our graduates.

[Prospective Students](#)
[Prospective Employers](#)
[View CNN visit to BTI](#)

Scientific Workshops

The BioTechnical Institute of Maryland, Inc. has changed the name of its workshop program to BioSciConcepts. Workshop participants represent a variety of occupations. Some enroll to learn advanced laboratory theory and gain hands-on experience in lab procedures. Others are interested in how the various technologies fit into the businesses or in updating their modern science knowledge.

Employees representing Pfizer, Baxter Healthcare, UMass, National Science Foundation, Genzyme/Geltex, Human Genome Sciences, Centocor, The Johns Hopkins Medical Institutions & E.I. Dupont de Nemours and Company-to name just a few- have honed their skills at BTI Workshops.

In the event of a workshop cancellation, BTI will refund only the workshop registration fees. BTI is not responsible for other expenses incurred due to a BTI workshop cancellation.

[Introduction to PCR](#)
[Introduction to Protein Expression](#)
[Introduction to Recombinant DNA](#)
[Introduction to Cell Culture](#)
[Introduction to Baculovirus Techniques](#)

[about us](#) [map](#) [funding](#) [site map](#) [contact](#)

NEW WEBSITE

The screenshot shows the homepage of the Biotech Training Institute of Maryland. At the top left is the BTI logo, consisting of three stylized human figures in blue and purple, followed by the text "Biotech Training Institute of Maryland, Inc.". To the right of the logo are social media icons for Facebook and YouTube, a search bar, and navigation links for "Register | Login | Donate | Contact Us". Below this is a dark blue navigation bar with white text for "Programs", "Our Students", "For Employers", "Biotech in Maryland", and "About BTI".

The main content area features a large banner with a background image of a person in a lab coat and red gloves using a pipette. On the left side of the banner, the text reads: "Biotech Training Institute of Maryland. Our mission is to provide the highest level of lab skills training tuition-free to the most deserving individuals. BTI seeks out bright, ambitious, students who are unemployed or under-employed, and teaches them the skills needed to develop and maintain a career in biotechnology." A green "Read More" button is positioned to the right of the image. On the right side of the banner, there is a green call-to-action box with the text: "Make a donation to help someone achieve a brighter future in biotechnology." Below this is a large green "DONATE" button, followed by the text: "Are you ready to achieve your full potential in the expanding biotechnology industry?" and a large green "APPLY" button.

Below the banner are three main content blocks:

- Our Partners:** A grid of logos for NASA, Mayo Clinic, Johns Hopkins University, Massey University, and Paragon. A green "View Full List" button is at the bottom right of the grid.
- Spot Light:** Features a photo of a student in a lab with a green play button icon overlaid. The text below reads: "Shevron - Cell Culture Associate (Cambrex Bio Science)". A green "View All" button is at the top right.
- News & Events:** Lists several events with dates: "Jan 2, 2012 Spring BTI class orientation", "Feb 23, 2012 Introduction to Protein Expression BioSci/Concepts", "Mar 17, 2012 Introduction to Recombinant DNA BioSci/Concepts", and "Mar 31, 2012 BTI Internships begin". A green "View All" button is at the top right.

At the bottom of the page, there is a footer with contact information: "2001 Alceanna Street | Baltimore, Maryland 21231. Tel: 410-752-4224 | Fax: 443-451-8234. info@biotechmd.org". It also includes a "Privacy Policy | Contact Us | Sitemap" link, copyright information "© 2011, Biotech Training Institute of Maryland, Inc. All rights reserved.", and social media icons for Facebook and YouTube.

NEW WEBSITE

The screenshot shows the homepage of the Biotech Training Institute of Maryland. At the top left is the BTI logo, which consists of three stylized human figures in blue and red. To the right of the logo is the text "Biotech Training Institute of Maryland, Inc.". On the top right, there are social media icons for Facebook and YouTube, a search bar, and navigation links for "Register", "Login", "Donate", and "Contact Us".

The main navigation bar includes links for "Programs", "Our Students", "For Employers", "Biotech in Maryland", and "About BTI".

The main content area features a large banner with a photo of a person in a lab coat and gloves working with test tubes. The banner text reads "Biotech Training Institute of Maryland" and "Our mission is to provide the highest level of lab skills training tuition free to the most deserving individuals. BTI seeks out bright, ambitious, students who are unemployed or under-employed, and teaches them the skills needed to develop and maintain a career in biotechnology." A "Read More" button is visible on the right side of the banner.

To the right of the banner is a green call-to-action box with the text "Make a donation to help someone achieve a brighter future in biotechnology." and "DONATE". Below this is another green box with the text "Are you ready to achieve your full potential in the expanding biotechnology industry?" and "APPLY".

The lower section of the page is divided into several columns:

- Our Partners:** A grid of logos for NASA, Mayo Clinic, Johns Hopkins University, and Massey University. A "View Full List" button is at the bottom right of this section.
- Spot Light:** A section featuring a photo of a person in a lab coat with a green circular arrow icon. The text below reads "Shevron - Cell Culture Associate (Cambrex Bio Science)" and includes a "View All" button.
- News & Events:** A list of recent events with dates: "Jan 2, 2012 Spring BTI class orientation", "Feb 23, 2012 Introduction to Protein Expression BioSciConcepts", "Mar 17, 2012 Introduction to Recombinant DNA BioSciConcepts", and "Mar 21, 2012 BTI internships begin". A "View All" button is at the bottom right.
- Testimonial:** A section with a quote: "BTI is the place to go if you want to learn how to reinvent yourself, professionally." attributed to "Sharon Browning, BTI Graduate 2010". A "View All" button is at the bottom right.
- Biotech News:** A list of news items: "• \$7 Million Grant to Aid STEM Education - Inside Indiana Business", "• Biotechnology Industry Initiative to Improve U.S. Science Education", and "• Workshop designed to teach area teachers - Chadonia Observer". A "View All" button is at the bottom right.

The footer contains contact information: "2001 Alcazar Street | Baltimore, Maryland 21231", "Tel: 410-752-4224 | Fax: 443-461-0234", and "info@btiofmd.org". It also includes a "Privacy Policy | Contact Us | Sitemap" link, copyright information "© 2011, Biotech Training Institute of Maryland, Inc. All rights reserved.", and social media icons for Facebook and YouTube.

NEW WEBSITE

The screenshot displays the homepage of the Biotech Training Institute of Maryland. At the top left is the BTI logo, a stylized 'BTI' with three human figures, followed by the text 'Biotech Training Institute of Maryland, Inc.'. To the right are social media icons for Facebook and YouTube, a search bar, and links for 'Register | Login | Donate | Contact Us'. A dark blue navigation bar contains the following menu items: 'Programs', 'Our Students', 'For Employers', 'Biotech in Maryland', and 'About BTI'. The main content area features a large hero section with a background image of a lab technician. On the left, the text reads 'Biotech Training Institute of Maryland' and 'Our mission is to provide the highest level of lab skills training tuition free to the most deserving individuals...'. A 'Read More' button is positioned over the image. On the right, a green call-to-action box says 'Make a donation to help someone achieve a brighter future in biotechnology' and includes 'DONATE' and 'APPLY' buttons. Below the hero section are four columns: 'Our Partners' with logos for NASA, Mayo Clinic, Johns Hopkins University, and Massey University, plus a 'View Full List' button; 'Spot Light' featuring a photo of a student and a 'View All' button, with text for 'Chevron - Cell Culture Associate (Cambrex Bio Science)'; 'News & Events' with a 'View All' button and a list of events from Jan 2, 2012 to Mar 31, 2012; and 'Biotech News' with a 'View All' button and a list of news items including a \$7 million grant and a workshop. The footer contains contact information, a privacy policy link, and social media icons for Facebook and YouTube.

BTI Biotech Training Institute of Maryland, Inc.

Register | Login | Donate | Contact Us

Programs Our Students For Employers Biotech in Maryland About BTI

Biotech Training Institute of Maryland

Our mission is to provide the highest level of lab skills training tuition free to the most deserving individuals. BTI seeks out bright, ambitious, students who are unemployed or under-employed, and teaches them the skills needed to develop and maintain a career in biotechnology.

Read More

Make a donation to help someone achieve a brighter future in biotechnology.

DONATE

Are you ready to achieve your full potential in the expanding biotechnology industry?

APPLY

Our Partners

NASA MAYO CLINIC

JOHNS HOPKINS UNIVERSITY

life technology MASSEY UNIVERSITY

PARAGON UNIVERSITY View Full List

Spot Light

View All

Shevron - Cell Culture Associate (Cambrex Bio Science)

Testimonial

View All

"BTI is the place to go if you want to learn how to reinvent yourself, professionally."

Chesler Browning, BTI Graduate 2010

News & Events

View All

- Jan 2, 2012 Spring BTI class orientation
- Feb 23, 2012 Introduction to Protein Expression BioSciConcepts
- Mar 17, 2012 Introduction to Recombinant DNA BioSciConcepts
- Mar 31, 2012 BTI Internships begin

Biotech News

View All

- \$7 Million Grant to Aid STEM Education - Inside Indiana Business
- Biotechnology Industry Initiative to Improve U.S. Science Education
- Workshop designed to teach area teachers - Chattoe Observer

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info@biotechinst.org

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f You Tube

NEW WEBSITE

The screenshot shows the homepage of the Biotech Training Institute of Maryland, Inc. The layout includes a top navigation bar with links for Programs, Our Students, For Employers, Biotech in Maryland, and About BTI. A main banner features a quote from Robert Eberwein of Paragon Bioservices, INC., and a call to action to 'DONATE' and 'APPLY'. Below the banner are sections for 'Our Partners' (listing NASA, Mayo Clinic, Johns Hopkins, and Massey University), 'Spot Light' (highlighting a student at Chevron), 'News & Events' (listing various dates and topics), 'Testimonial' (from a 2010 graduate), and 'Biotech News' (listing grants and initiatives). The footer contains contact information, a privacy policy link, and social media icons for Facebook and YouTube.

BTI Biotech Training Institute
of Maryland, Inc.

Register | Login | Donate | Contact Us

Programs | Our Students | For Employers | Biotech in Maryland | About BTI

"The BTI program is an excellent resource for any local biotech company looking for eager, entry-level staff with the right attitude, who want to make a difference."

Robert Eberwein, Paragon Bioservices, INC.

Read More

Make a donation to help someone achieve a brighter future in biotechnology.

DONATE

Are you ready to achieve your full potential in the expanding biotechnology industry?

APPLY

Our Partners

NASA | MAYO CLINIC | JOHNS HOPKINS | MASSEY UNIVERSITY | PARAGON

View Full List

Spot Light

View All

Shevron - Cell Culture Associate (Cambrex Bio Science)

News & Events

View All

Jan 2, 2012
Spring BTI class orientation

Feb 23, 2012
Introduction to Protein Expression
BioSciConcepts

Mar 17, 2012
Introduction to Recombinant DNA
BioSciConcepts

Mar 21, 2012
BTI internships begin

Testimonial

View All

"BTI is the place to go if you want to learn how to reinvent yourself, professionally."

Green Bowling, BTI Graduate 2010

Biotech News

View All

- \$7 Million Grant to Aid STEM Education - Inside Indiana Business
- Biotechnology Industry Initiative to Improve U.S. Science Education
- Workshop designed to teach area teachers - Chatham Observer

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f YouTube

NEW WEBSITE

The screenshot displays the homepage of the Biotech Training Institute of Maryland. At the top left is the BTI logo, followed by the text "Biotech Training Institute of Maryland, Inc.". On the top right, there are social media icons for Facebook and YouTube, a search bar, and navigation links for "Register", "Login", "Donate", and "Contact Us". A dark blue navigation bar contains the following menu items: "Programs", "Our Students", "For Employers", "Biotech in Maryland", and "About BTI".

The main content area features a large image of a person in a lab coat and gloves working with test tubes. To the left of this image is the heading "Biotech Training Institute of Maryland" and a paragraph describing the mission: "Our mission is to provide the highest level of lab skills training tuition free to the most deserving individuals. BTI seeks out bright, ambitious, students who are unemployed or under-employed, and teaches them the skills needed to develop and maintain a career in biotechnology." A "Read More" button is positioned over the image.

To the right of the main image is a green call-to-action box with the text: "Make a donation to help someone achieve a brighter future in biotechnology." Below this is a large "DONATE" button, and further down, it asks "Are you ready to achieve your full potential in the expanding biotechnology industry?" with a large "APPLY" button.

The lower section of the page is divided into several columns:

- Our Partners:** A grid of logos for NASA, Mayo Clinic, Johns Hopkins University, and Massey University. Below the logos is a "View Full List" button.
- Spot Light:** A section featuring a photo of a student in a lab with a green circular arrow icon. The text reads "Shevron - Cell Culture Associate (Cambrex Bio Science)" with a "View All" button.
- News & Events:** A list of dates and events: "Jan 2, 2012 Spring BTI class orientation", "Feb 23, 2012 Introduction to Protein Expression BioSciConcepts", "Mar 17, 2012 Introduction to Recombinant DNA BioSciConcepts", and "Mar 21, 2012 BTI internships begin". A "View All" button is present.
- Testimonial:** A quote: "BTI is the place to go if you want to learn how to reinvent yourself, professionally." attributed to "Sharon Browning, BTI Graduate 2010". A "View All" button is included.
- Biotech News:** A list of news items: "• \$7 Million Grant to Aid STEM Education - Inside Indiana Business", "• Biotechnology Industry Initiative to Improve U.S. Science Education", and "• Workshop designed to teach area teachers - Chadwell Observer". A "View All" button is included.

The footer contains contact information: "2001 Alcazar Street | Baltimore, Maryland 21231", "Tel: 410-752-4224 | Fax: 443-461-0234", and "info@btimod.org". It also includes a "Privacy Policy | Contact Us | Sitemap" link, copyright notice "© 2011, Biotech Training Institute of Maryland, Inc. All rights reserved.", and social media icons for Facebook and YouTube.

NEW WEBSITE

The screenshot displays the homepage of the Biotech Training Institute of Maryland. At the top left is the BTI logo, a stylized 'BTI' with three human figures above it, followed by the text 'Biotech Training Institute of Maryland, Inc.'. To the right are social media icons for Facebook and YouTube, a search bar, and links for 'Register | Login | Donate | Contact Us'. A dark blue navigation bar contains the following menu items: 'Programs', 'Our Students', 'For Employers', 'Biotech in Maryland', and 'About BTI'. The main content area features a large image of a person in a lab coat and gloves working with test tubes. On the left, the heading 'Biotech Training Institute of Maryland' is followed by a paragraph about the mission: 'Our mission is to provide the highest level of lab skills training tuition free to the most deserving individuals. BTI seeks out bright, ambitious, students who are unemployed or under-employed, and teaches them the skills needed to develop and maintain a career in biotechnology.' A 'Read More' button is positioned over the image. On the right, a green call-to-action box contains the text 'Make a donation to help someone achieve a brighter future in biotechnology.' and 'Are you ready to achieve your full potential in the expanding biotechnology industry?' with large 'DONATE' and 'APPLY' buttons. Below this are three columns: 'Our Partners' with logos for NASA, Mayo Clinic, Johns Hopkins University, and Massey University, and a 'View Full List' button; 'Spot Light' featuring a photo of a student in a lab with a green play button icon, the text 'Shevron - Cell Culture Associate (Cambrex Bio Science)', and a 'View All' button; and 'News & Events' with a list of dates and events: 'Jan 2, 2012 Spring BTI class orientation', 'Feb 23, 2012 Introduction to Protein Expression BioSci/Concepts', 'Mar 17, 2012 Introduction to Recombinant DNA BioSci/Concepts', and 'Mar 31, 2012 BTI Internships begin', with a 'View All' button. At the bottom, there is a 'Testimonial' section with a quote from 'Dheseer Browning, BTI Graduate 2010' and a 'View All' button, and a 'Biotech News' section with three news items: '\$7 Million Grant to Aid STEM Education - Inside Indiana Business', 'Biotechnology Industry Initiative to Improve U.S. Science Education', and 'Workshop designed to teach area teachers - Chadwell Observer', with a 'View All' button. The footer contains the address '2001 Alcazar Street | Baltimore, Maryland 21221', phone and fax numbers, an email address, and links for 'Privacy Policy | Contact Us | Sitemap'. It also includes copyright information '© 2011, Biotech Training Institute of Maryland, Inc. All rights reserved.' and social media icons for Facebook and YouTube.

BTI Biotech Training Institute of Maryland, Inc.

Register | Login | Donate | Contact Us

Programs | Our Students | For Employers | Biotech in Maryland | About BTI

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Read More

Make a donation to help someone achieve a brighter future in biotechnology.

Are you ready to achieve your full potential in the expanding biotechnology industry?

DONATE

APPLY

Our Partners

NASA | MAYO CLINIC | JOHNS HOPKINS UNIVERSITY | MASSEY UNIVERSITY | PARAGON PHARMACEUTICALS

View Full List

Spot Light

View All

Shevron - Cell Culture Associate (Cambrex Bio Science)

News & Events

View All

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Testimonial

View All

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Facebook | YouTube

NEW WEBSITE

The screenshot shows the homepage of the Biotech Training Institute of Maryland. The header includes the BTI logo, the text "Biotech Training Institute of Maryland, Inc.", and navigation links for Register, Login, Donate, and Contact Us. A main navigation bar contains links for Programs, Our Students, For Employers, Biotech in Maryland, and About BTI. The main content area features a "Biotech Training Institute of Maryland" section with a mission statement and a "Read More" button. To the right is a green "DONATE" and "APPLY" call-to-action. Below this are sections for "Our Partners" (listing NASA, Mayo Clinic, Johns Hopkins, and Massey University), "Spot Light" (featuring a student and a "View All" button), "News & Events" (listing dates and topics like "Spring BTI class orientation" and "BTI internships begin"), "Testimonial" (with a quote from Sheme Browning and a "View All" button), and "Biotech News" (listing grants and workshops). The footer contains contact information, a privacy policy link, and social media icons for Facebook and YouTube.

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Register | Login | Donate | Contact Us

Programs | Our Students | For Employers | Biotech in Maryland | About BTI

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[Read More](#)

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APPLY

Our Partners

NASA | MAYO CLINIC | JOHNS HOPKINS | MASSEY UNIVERSITY | PARAGON

[View Full List](#)

Spot Light

[View All](#)

Shevron - Cell Culture Associate (Cambrex Bio Science)

News & Events

[View All](#)

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Testimonial

[View All](#)

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Biotech News

[View All](#)

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Facebook | YouTube

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Below the banner are four main sections:

- Our Partners:** A grid of logos for NASA, Mayo Clinic, Johns Hopkins University, and Massey University. A "View Full List" button is at the bottom right.
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The footer contains contact information: "2001 Alcazarra Street | Baltimore, Maryland 21231", "Tel: 410-762-4224 | Fax: 443-451-8234", and "info@biotechmd.org". It also includes links for "Privacy Policy", "Contact Us", and "Sitemap", and a copyright notice: "© 2011, Biotech Training Institute of Maryland, Inc. All rights reserved." Social media icons for Facebook and YouTube are also present.

NEW WEBSITE

The screenshot shows the homepage of the Biotech Training Institute of Maryland, Inc. The header features the BTI logo (three stylized figures) and the text "Biotech Training Institute of Maryland, Inc." on the left. On the right, there are social media icons for Facebook and YouTube, a search bar, and navigation links for "Register | Login | Donate | Contact Us". Below the header is a dark blue navigation bar with white text for "Programs", "Our Students", "For Employers", "Biotech in Maryland", and "About BTI".

Quick Links

- Staff
- Board Members
- Events
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Did You Know?

Biotechnology is one of the most research-intensive industries in the world. U.S. publicly traded biotech companies spent \$27.1 billion on research and development in 2006.

Featured Video

About BTI

The Biotech Training Institute of Maryland, Inc. (BTI), a non-profit 501(c)(3) corporation, was founded in 1998 to help those in need develop a career in the rapidly expanding biotechnology industry. The core mission is to provide the highest level of lab skills training tuition-free to the most deserving individuals. BTI seeks out bright, ambitious, students who are unemployed or under-employed, and teaches them the skills needed to develop and maintain a career in biotechnology.

BTI's focus is to help students prepare for the future. Students who graduate from BTI are more motivated to make a change in their lives. A job in the biotechnology field offers more interesting work and better pay, allowing opportunity for growth and career development in a field where employment is growing exponentially.

With the expert training received at BTI, graduates are more desirable hires for biotech firms. The program combines classroom training and hands-on laboratory exercises to teach students the skills that employers need and ease the transition from student to lab technician.

BTI also assists with job placement, and has helped over 300 graduates professionally enter the industry of biotechnology. Many students proudly represent BTI at well-known local companies such as Cambrex, BioScience, and Johns Hopkins University.

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SUMMARY

Create a professional brand

**Emphasize the social connection
that differentiates BTI**

**Recommend ways to share the
BTI message with the community**

...through BRAND, MARKETING, and your ONLINE PRESENCE...



Biotech Training Institute of Maryland

Our mission is to provide the highest level of lab skills training tuition-free to the most deserving individuals. BTI seeks out bright, ambitious, students who are unemployed or under-employed, and teaches them the skills needed to develop and maintain a career in biotechnology.



[Read More](#)

Make a donation to help someone achieve a brighter future in biotechnology.

[DONATE](#)

Are you ready to achieve your full potential in the expanding biotechnology industry?

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Our Partners



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Spot Light

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Shevron - Cell Culture Associate (Cambrex Bio Science)

News & Events

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Jan 2, 2012

Spring BTI class orientation

Feb 23, 2012

Introduction to Protein Expression
BioSciConcepts

Mar 17, 2012

Introduction to Recombinant DNA
BioSciConcepts

Mar 31, 2012

BTI Internships begin

Testimonial

[View All](#)

"BTI is the place to go if you want to learn how to reinvent yourself, professionally."

Sheree Browning, BTI Graduate 2010

Biotech News

[View All](#)

- \$7 Million Grant to Aid STEM Education - Inside Indiana Business
- Biotechnology Industry Initiative to Improve U.S. Science Education
- Workshop designed to teach area teachers - Charlotte Observer





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Summary of Internet Usage in 2010-2011

North America Internet Statistics

According to Internet World Stats, the premier resource for tracking Internet usage around the world, the most recent report from the end of the first quarter in March 2011 states that 78.2% of the North American population uses the Internet. In Maryland alone 82.3% of the population uses the Internet and of those users it is reported that 44.7% or 2.5 million individuals, have a Facebook account. Additionally, based on the report from June 2010, 76.5% of the Washington D.C population uses the Internet and of those users there is a 249.9% Facebook penetration rate as of March 2011. ¹

Tasks the Average User Does On a Typical Day

Using the above statistics, it is important to find out what the average Internet user does on a typical day. Please note that these statistics only relate to adult internet users, 18 and up. ²

Task	% Of Online Adults Who Do This On A Typical Day	Survey Month/Year
Send or read e-mail	61%	Nov 1, 2010
Use a search engine to find information	59%	May 1, 2011
Get news	45%	May 1, 2011
Use an online social networking site	66%	Nov 15, 2011
Watch a video on a video-sharing site like YouTube	28%	May 1, 2011

¹ <http://www.internetworldstats.com/america.htm>

² <http://www.pewinternet.org/Static-Pages/Trend-Data/Online-Activities-Daily.aspx>

Social Media Statistics

In a report published on Tuesday, November 15, 2011 from the Pew Internet & American Life Project, two-third of online adults surveyed (66%) use social media platforms such as Facebook, Twitter, Myspace, or LinkedIn. Of these internet users, 14% say that that connecting around a shared hobby or interest is a major reason they use social media while a whopping 67% cited staying in touch with friends (new and old) and family members is a major reason for using social media platforms. Interestingly, groups that are more likely than average to use social media to make new friends include African Americans (15%), those who have a high school diploma but have not attended college (16%) and those with an annual household income under \$30,000 (18%). Finally, middle-aged and older adults place a relatively high value on social media to connect with others around a hobby or interest. Sixteen percent of 30-49 year olds cite connecting with others with common hobbies or interests as a major reason they use social networking sites.³

Although these are only some of the reasons why adults use social media websites, the below table shows the overall usage of the most popular social networking platforms.⁴

Platform	Statistics	Additional Facts
Facebook	800 Million Registered Users	71% of companies use Facebook
YouTube	3 Billion Views Everyday	Is the second largest search engine
LinkedIn	135 Million Registered Users	14 million students and recent college graduates around the world as members

³ <http://www.pewinternet.org/Reports/2011/Why-Americans-Use-Social-Media.aspx>

⁴ Statistics found on various websites including:

a) <http://www.facebook.com/press/info.php?statistics>

b) <http://www.jeffbullas.com/2011/09/02/20-stunning-social-media-statistics/>

c) <http://press.linkedin.com/about>

Conclusion

Based on the above statistics, it is imperative that the Biotech Training Institute of Maryland, Inc. (BTI) utilize various social media platforms to its advantage. Currently, BTI is only present on Facebook and lacks a presence on other platforms where potential audience members and current and past students are active users. By becoming more involved in several social media websites, BTI will leverage greater visibility in the biotechnical industry as well as further establish the BTI brand. Additionally, your non-profit organization will be able to bring attention to the products and services you offer, increase customer loyalty and trust, strengthen customer service and, establish yourself as an expert in the biotech field. Just as importantly, by utilizing social media your non-profit will be able to conduct market research by listening to what your students and other stakeholders say about your products and services and tracking what links they click on and share with others in their network.

The reality is that non-profit organizations, such as BTI, are facing more competition for strategic resources. This means competition for donors, volunteers, for consumer attention. With all of this competition, BTI cannot afford to overlook marketing, especially low-cost marketing efforts such as social media. It is critical for BTI to understand how to use marketing to effectively differentiate the BTI brand in a crowded market and apply marketing to create a positive relationships with stakeholders. The bottom line is this: if BTI does not proactively market and position your non-profit organization the marketplace will do it for you and it may not be the brand position you want. The website re-design is a part of your marketing strategy. Add social media to the equation and you'll have ingredients for success.

Recommendations

After extensively reviewing the Biotech Training Institute of Maryland, Inc., we feel that utilizing selected social media platforms will push BTI to become a leader in the biotech industry and help determine your non-profit's end goals. As a result, creating and establishing active accounts on the following social media platforms are recommended.

- Facebook
- YouTube
- LinkedIn

Let's take a deeper look into each of these websites and what you should be doing to gain visibility as well as to attract your target audience and stakeholders.



Facebook

The good news is that BTI has an active Business Page on Facebook. The bad news is that the Facebook page has not been updated since August 31, 2011. Unfortunately, this is the equivalent of a non-active Facebook page because there has been no interaction between you and your audience in three months. Since a page is already created, it is time to start using Facebook to your advantage! Here are suggestions on how to leverage Facebook to promote BTI.

- Upload the new proposed logo in place of the old logo.
- Edit profile information to include the new name, Biotech Training Institute of Maryland, Inc and other pertinent information such as the About section, which should include the BTI mission.

- “Unlike” FrontierVille as a fan page. It is unprofessional for a non-profit to “like” / follow a gaming application especially since there is no correlation between the BTI mission and FrontierVille mission.
- “Like” other biotech pages, schools that BTI works with and, employers that hire BTI students.
- Upload photos from special events such as graduations, alumni networking events, and holiday parties.
- Upload videos such as CNN Visits BTI.
- Create a donations tab to enable individuals to donate directly to BTI from the business page through the Network for Good application.
- Delete the note labeled “how dies thei sorkej”. This seems to have been a test note and has no importance on the page.
- Schedule events and invite all people in your network to those events. For example, when a class graduation occurs, schedule a graduation event and invite your network to attend. This will enable you to see how many people have accepted, declined, or are unsure whether or not they can attend.
- Post status updates on a regular basis! Has a new cohort started their studies? Update your status. Have you received a new donation? Update your status. Was BTI interviewed or mentioned in an article or video? Update your status. Are you visiting high schools to discuss your programs and services? Update your status. These are just a few examples of possible status updates but the key is to let your audience and stakeholders know what is happening at BTI.
- Showcase that BTI is a leader in the biotech industry by sharing news about the biotech field, both locally and nationally. Share your opinion on recent biotechnology advancements.
- Interact with your fans. Ask open-ended questions; create polls; answer questions and comments within a reasonable amount of time.

- Buy a Facebook ad. Facebook ads — displayed on the right-hand side of a user's Page — are an easy, economical and effective way to increase your fan base or visits to your page. The self-serve advertising system allows you to place orders for people (or profiles) that match whatever demographic requirements you may have.
- Make your supporters the stars - Featuring power users on your Facebook Page creates a supporter for life. It's easy to incorporate photo contests or other features that enable your fans to be featured prominently on your Facebook Page wall or tab.
- Utilize other Facebook features such as Facebook Insights which provides metrics around your content and page. More information on Facebook Insights can be found at <http://mashable.com/2010/09/03/facebook-insights-guide/>
- Use free resources for ideas, examples, and tips for non-profit organizations. [Http://www.facebook.com/nonprofits](http://www.facebook.com/nonprofits) offers success stories and real world examples of the above tips and more.
- Create a vanity URL for easy access and remembrance. For example: <http://www.facebook.com/BTI> or [Http://www.facebook.com/BiotechTrainMD](http://www.facebook.com/BiotechTrainMD)
- Market your Facebook page on all or most of your marketing materials such as your website, business cards, and fliers.



YouTube

It is recommended that BTI create an account on YouTube. The benefits of using Youtube when compared to other video sites is the content availability. Additionally, you'll be able to broadcast to an audience of millions and create unique content to add

to your website and Facebook page. Here are some suggestions on how to leverage YouTube to your advantage.

- Participate in YouTube's Nonprofit Program. The YouTube Nonprofit Program provides for extra benefits like branding capabilities, increased uploading capacity, and call-to-action overlays. Non-profits can use the call-to-action feature to drive sign-ups, donations, website traffic, and any other response in which users take action. Sign up for a Non-Profit YouTube account at <http://www.youtube.com/nonprofits>
- Upload the video "CNN Visits BTI". This is a great video clip that should be shared. This video is currently uploaded to wayne8821212's account/channel. Instead, it should be linked to BTI's own channel so that brand awareness can occur and credibility is established.
- Upload all 7 interview videos with past BTI graduates. Currently, these videos are linked to the Life Technologies channel but really, they belong to BTI. It is recommended you ask Life Technologies to take down those videos and instead, put the same videos on your channel.
- Record graduation ceremonies and other special events. These videos can be uploaded to your YouTube channel.
- Create a 360 video tour of the BTI building and facilities. This is a great way to show potential students what the facilities look like and will give them a sense of familiarity if/when they come to BTI for interviews and class.
- Interview BTI faculty members. This creates unique content compared to reading a persons biography on a webpage.
- Record a few minutes of class instruction and share with the world. This teaser content will entice potential students, donors, and other stakeholders to know more about the classes BTI offers to students and allow potential students to see if they are interested in the subject material.
- Optimize videos for search. It's often easy to forget that search drives the social web in so many ways. YouTube is no different, so savvy non-profits should leverage this. There are several easy things to do: Tag videos liberally,

title well, and upload consistently to have a better chance of turning up in search results. Even better, a master SEO strategy could yield broad based search results on standard engines like Google, Yahoo and Bing. That said, your videos need to be optimized for the terms you wish to reach

- Use measurement tools to optimize performance by using YouTube Insight which will provide you with audience demographics, video popularity, traffic sources, and how effectively overlays are performing. More information can be found at http://www.youtube.com/t/advertising_insight



LinkedIn

Establishing a presence on LinkedIn, a professional social network, is recommended. The good news is that BTI does have a profile on LinkedIn but the bad news is that it seems to have never been used. While there is a lot a non-profit can do to utilize LinkedIn, here are some basic suggestions.

- Have all faculty members, board of directors, trustees, graduated students, and employers that hire BTI students follow BTI on LinkedIn.
- All BTI employees that have a LinkedIn account should make sure that their position is listed on their profile. This causes the person to be listed under the "Employees" section on BTI's profile.
- Join appropriate groups such as the Biotechnology group and post questions, comments, and answers to the groups news.
- Post relevant blogs, links or other helpful information to your status and then send it to the groups you've joined (or at least the ones that make sense). Feeding your network is essential.

- If you are looking for donors, take advantage of the search options and research tools on LinkedIn to find potential donors and supporters.
- Make sure companies can find your organization. Make sure you have a finely-tuned, optimized company profile.
- Look around at other nonprofit organizations that target a similar cause and look at their contacts on LinkedIn. Who are they connected with? Who are those people connected with?

While there are additional steps your non-profit organization can take to leverage social media, the above recommendations are building blocks to creating brand awareness, visibility, and credibility.



Sample Ad

“Thanks Tim, for bringing the wonder back into science for me again.”

*– Jon Strauss,
Momenta Pharmaceuticals, Inc.*

Professional biotech training for current and *future* employees.

At the Biotech Training Institute of Maryland (BTI), students learn from industry leaders such as Dr. Wayne Butscher, Director of BioSTART, and Dr. Timothy Fawcett, Director of BTI.

We specialize in scientific training for a professional audience. From entry level preparation to advanced skills training, BTI is the place to go to get the hands-on experience needed for biotechnology. We even offer

a tuition-free Lab Associates program for students interested in entering the field.

Our list of employer partners speaks for itself – NASA, Johns Hopkins, Bristol-Myers Squibb, Harvard University, Johnson & Johnson, National Cancer Institute, National Institutes of Health, Proctor & Gamble, and many more.

Contact us today to find out how we can help your workforce stay focused on the changing skills needed by in today's biotech professions.



**Biotech Training Institute
of Maryland, Inc.**

Cutting-edge biotechnology training for all.

EXPLORE: www.biotechmd.org

INQUIRE: info@biotechmd.org

TALK: 410-752-4224



Sample Ad

“BioSciConcepts and BTI are bringing knowledge, hope, and a future to those who need it.”

– Lois Commodore, Ariad Pharmaceuticals

Reinvent yourself professionally with a career in biotechnology.

Get hands-on training for a career in biotechnology and the support you need for success at the **Biotech Training Institute of Maryland (BTI)**. At BTI, you will learn and practice the skills required in a biotechnology lab. Whether you need entry level preparation or advanced skills training for a current career, BTI is the place to go.

Ask us about our tuition-free Lab Associates program for students interested in the field of

biotechnology. For more advanced training, inquire about BioSciConcepts, a program geared toward current biotech associates and employers for continuing education.

Train with the best. Our employer partners include NASA, Johns Hopkins, Bristol-Myers Squibb, Harvard University, Johnson & Johnson, National Cancer Institute, National Institutes of Health, Proctor & Gamble, and many more.



Biotech Training Institute of Maryland, Inc.

Ignite your career in biotechnology today.

EXPLORE: www.biotechmd.org

INQUIRE: info@biotechmd.org

TALK: 410-752-4224

Where to advertise?

Below is a list of publications we recommend:

- Baltimore Business Journal
- Baltimore Business Journal Book of Lists
- Baltimore Magazine
- Baltimore Sun / Baltimore b
- Biotechnology and Molecular Biology Review
- City Paper
- International Journal for Biotechnology and Molecular Biology Research
- Laboratory Investigation Journal
- Research in Pharmaceutical Biotechnology
- Urbanite



Sample Flyer



**Biotech Training Institute
of Maryland, Inc.**

“In the last 7 years that I have been employed at my job, I have been promoted 4 times with my department. I am so grateful and appreciative of BTI.”

Joy Levi, BTI Graduate 2004
*Laboratory Coordinator for Dr. Leisha A. Emens, M.D., Ph.D.
Johns Hopkins University School Of Medicine-Oncology*

The core mission of BTI is to advance the career opportunities for qualified and deserving students by providing tuition-free laboratory training in the biotechnology field. BTI also provides biotechnology education to career professionals. Instruction focuses on the highest quality training to give students the skills they need for success in biotechnology.

Cutting-edge biotechnology training for all.

EXPLORE: www.biotechmd.org

INQUIRE: info@biotechmd.org

TALK: 410-752-4224

Our Employer Partners and Donors:

About Us

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Additional Programs

In addition to the core program, BTI offers biotech workshops and seminars through BioSciConcepts. This high-level training is geared to working biotechnology professionals to help enhance their lab skills and learn new techniques.

This program differs because of the range and depth of the workshop content and the dedicated laboratory space utilized in the workshops. The BioSciConcepts workshops are designed to provide a solid understanding of specific topics through classroom presentation and laboratory work.

Clients will gain significant experience in the performance of laboratory techniques taught in each workshop. Through integrated learning methods, utilizing hands-on training to reinforce lecture material, participants will be able to apply information learned in BioSciConcepts workshops into applications in their own laboratories. At the end of the workshop, a full workshop review and data troubleshooting session is conducted.

- A & G Pharmaceutical Inc.
- Alcon Research, Ltd
- Amgen, Inc.
- Argone National Laboratories
- Baxter Healthcare
- Biotechnology Research Institute, NRCC
- Bristol-Myers Squibb
- Cambrex BioScience
- Canadian Food Inspection Agency
- Celera
- Celsis Laboratory Group
- Centocor/Johnson & Johnson, Inc.
- College of William and Mary, Virginia Institute of Marine Sciences
- Cornell University, Nutritional Sciences
- Cornell University
- Defense Research & Development
- DMV International Nutritionals
- E.I. Du Pont de Nemours and Co.
- Eli Lilly and Company
- Florida State University, College of Medicine
- Florida State University, Institute of Molecular Biophysics
- Genzyme/Geltex
- Harvard University
- Henry M. Jackson Foundation For the Advancement of Military Science
- Hospital For Special Surgery
- Human Genome Sciences
- IGEN International
- Integrated Laboratory Systems
- International BiImmune Systems Inc.
- Intervet
- In Vitro Technologies
- Invitrogen
- Johns Hopkins University-Graft Engineering Lab
- Johnson & Johnson
- Lampire Biological Labs
- Lancaster Labs
- Lincoln University
- Lonza
- Massachusetts Institute of Technology
- Mayo Clinic
- Millipore Corporation
- Missouri State Public Health Labs
- Momenta Pharmaceuticals, Inc.
- Monsanto Company
- NASA
- National Cancer Institute
- National Institutes of Health
- National Science Foundation
- Naval Surface Warfare Center
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- Nestle Purina
- Octapharma AB
- Osteotech, Inc.
- Pfizer-Groton Laboratories
- Pfizer Global Research and Development
- Pfizer Nutrition
- Preservation Solutions
- Proctor & Gamble
- Randolph-Macon College
- Sanofi Pasteur
- Science & Technology Corp.
- University College of London
- Shering-Plough Research Inst.
- Univ. of Massachusetts, Dept of Chem. Eng.
- University of Maryland-Baltimore, Biochemistry
- University of Mississippi
- United States Army, Dugway Proving Ground
- United States Department of Agriculture-ARS
- Wyeth BioPharma



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Executive Director



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Sample Stationary



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