



2014 BIO International Convention: Official Blogger Program

Thank you for your interest in becoming an official blogger for the 2014 BIO International Convention. Through participating in the program, BIO will work with you to amplify your blog and social media coverage through our blog, [BIOtechNOW](#), and our social media channels: [@IamBiotech](#) and [@BIOConvention](#) on Twitter, [I am Biotech](#) and [BIO International Convention](#) on Facebook, and the [myBIO Community](#) LinkedIn group.

The Ask:

- *Preview Story:* BIO would like to work with you to develop a preview story to highlight a particular session or your goals and expectations for attending. BIO can work with you to set up an interview with a speaker or BIO executive.
- *Convention Coverage:* As you look through the [program guide](#) to identify sessions taking place at Convention you may want to cover, BIO can answer any questions about the panels or help coordinate interview requests. BIO will also make sure you are aware of any late-breaking news or media opportunities.
- *Social Media:* As you know, social media is increasingly important. BIO is asking that Official Bloggers engage in social media around Convention by tweeting stories or other interesting information using the #BIO2014 hashtag.
- *Promoting Your Blog:* BIO will help you promote your Convention-related blog posts through sharing them on our social media channels, retweeting relevant tweets and/or cross-posting or linking to your stories about Convention on BIOtechNOW. BIO will also include mentions of your blog and twitter feed on our various online properties during the days leading up to and during Convention.
- *BIO Buzz Center:* The BIO Buzz Center is back again this year! Throughout the Convention, BIO conducts video interviews with industry leaders, politicians, and experts in the Buzz Center. If you have an idea for an interview or are interested in participating in the Buzz Center in any way, BIO is interested in working with you.