

Berkshire Innovation Center Launches Website

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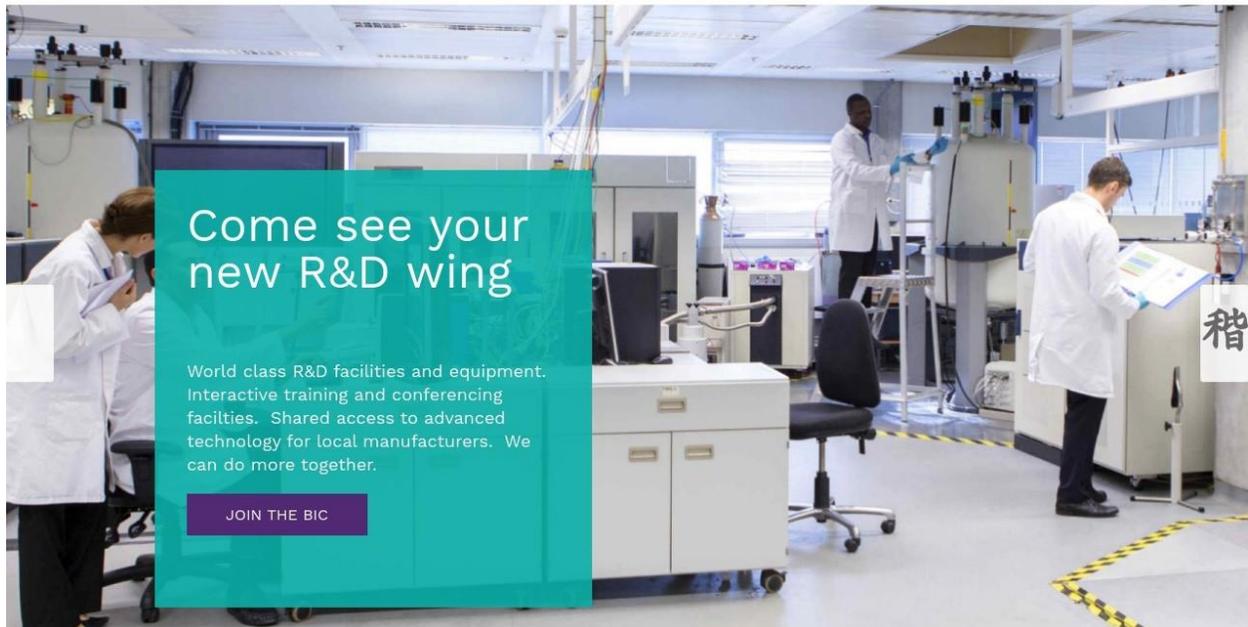
Pittsfield, MA

The Berkshire Innovation Center (BIC) announced the launch of its new website today at www.the-bic.org. “This marks a new stage in the growth and development of the Berkshire Innovation Center,” stated Stephen Boyd, Chairman of the BIC. “While we continue to make progress toward funding the construction of the new BIC facility, the BIC is not standing still. We continue to force ahead in developing value added programs for our members and partners. First it was the BIC Speaker Series, then the training programs, followed by the arrival of the new equipment, and now we have launched our interactive website. The website will become a dynamic hub of information, news, and events for the BIC, its members, partners, and indeed, for professionals, employees, and students throughout the Berkshires region.”



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The BIC website home page welcomes visitors to learn about the value of becoming a member

According to BIC Project Director, Rod Jané, the website has been under development for about a year. “Today’s launch represents the first three out of four phases of the website’s development including virtually all of the content,” stated Jané. “Phase 4 will begin development during the construction of the new BIC building and will feature e-commerce capabilities and a reservation system for equipment, programs, and facilities.” The BIC’s website gives visitors a comprehensive overview of the center, its facilities, equipment and programs. The site describes the different BIC membership and sponsorship levels and the benefits of each as well as an easy-to-navigate member directory. The website also provides proprietary features

for BIC members and partners including the Knowledge Center, which provides value-added business and technical content, and the Career and Internship page where member companies can post internship and job opportunities and, conversely, employees and students can search for opportunities in the Berkshires region. Mr. Jané emphasized that “while the website will be the regular hub for its members and partners to maximize their value-added experience at the BIC, it will also be the “go to” venue for all professionals, employees, and students in the region who have an interest in innovation, advanced manufacturing, technology, R&D, and entrepreneurship.”

Concurrent with the website launch, the Berkshire Innovation Center also continues to grow its social media presence with its own BIC LinkedIn and Facebook pages. According to Mr. Jané, the BIC will be just as innovative with its outreach and communications as its name would suggest and will continually update its communications toolkit by adopting new and trending media channels. “The BIC is a venue where baby boomers, gen x’ers, and millennials will meet, collaborate, innovate, and grow businesses. Therefore, we need to utilize all forms of media tools that cut across and connect these different age groups and provide an effective communication network to support and nurture collaboration and innovation,” stated Jané. “The BIC website will be a dynamic living-and-breathing website that will be regularly updated with news, events, career opportunities, and proprietary content.” Mr. Jané encouraged everyone to “visit the BIC website at www.the-bic.org to check out the latest news, to RSVP for speaking events, to sign up for training programs, to learn from the Knowledge Center, and of course, to become a member of the Berkshire Innovation Center.”