

# What is a Lunch and Learn?

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## Event Content

A Lunch and Learn is an event coordinated between a local HBA chapter/region and a company to raise awareness of HBA within an organization. HBA volunteers deliver these sessions to the company's employees to provide them with:

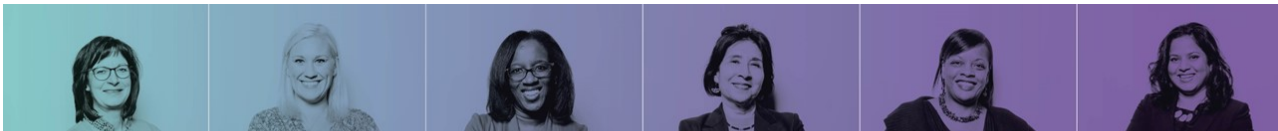
- An overview of HBA and its mission
- Introduction to HBA's local presence in that area
- Opportunities for professional development and how to get involved
- Events and programs
- Alignment of the HBA with the company's initiatives and priorities

The HBA Overview deck is a great place to start: [About the HBA deck](#)

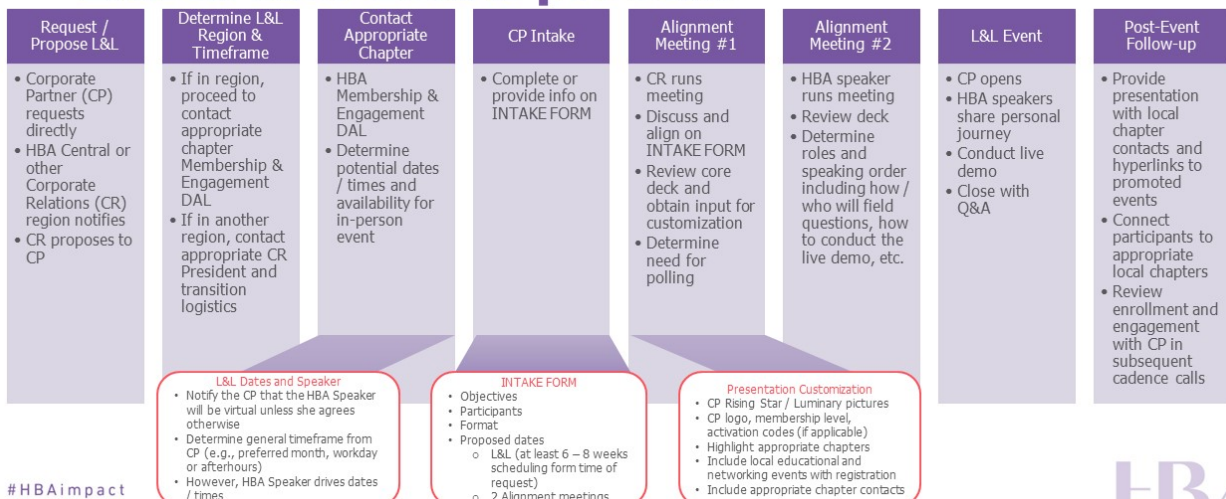
## Event Logistics

Invitations and the promotion of these events are held entirely within the company and are not listed on the HBA website or open to outside attendees. These events are a team effort between the company, the region's Corporate Relations department, and the local chapter. The company handles most logistical planning, the Corporate Relations team guides HBA offerings, and the local chapter provides representatives to present HBA information onsite to the attendees.

[HBA Lunch and Learns - Process, Key Insights and Best Practices.pptx](#) 





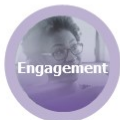
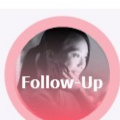
## Lunch and Learn process



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# Key Insights and Best Practices

AREA	KEY INSIGHT	BEST PRACTICES
 <p>Alignment</p>	<ul style="list-style-type: none"> <li>• Need for standard approach across regions</li> </ul>	<ul style="list-style-type: none"> <li>• Notify and connect with Corporate Relations counterpart in region</li> <li>• Conduct Alignment Meetings with all key stakeholders to confirm needs with CP including business partner(s) in region</li> <li>• Use core, customizable deck</li> </ul>
 <p>Logistics</p>	<ul style="list-style-type: none"> <li>• Smooth execution of event with a single point of contact in region</li> </ul>	<ul style="list-style-type: none"> <li>• Transition "quarterbacking" of event to Corporate Relations President in region</li> <li>• Stable of speakers familiar with core deck talking points</li> <li>• At least 6 – 8 weeks scheduling timeframe</li> </ul>
 <p>Engagement</p>	<ul style="list-style-type: none"> <li>• Members are often bought into the HBA value proposition but do not know (1) how to get started or (2) more involved</li> </ul>	<ul style="list-style-type: none"> <li>• Invite CP Rising Star / Luminary or other HBA advocate or champion to introduce event</li> <li>• All speakers describe personal HBA journey including career and personal benefits</li> <li>• Live demo of the website</li> <li>• Provide presentation with "Call to Action" slide, regional contacts, hyperlinks to local event registration, and activation codes</li> </ul>
 <p>Follow-Up</p>	<ul style="list-style-type: none"> <li>• Corporate Partners need additional follow-up to leverage the enthusiasm of the event and drive engagement at the local level</li> </ul>	<ul style="list-style-type: none"> <li>• Connect CP HBA members with appropriate contacts in region</li> <li>• Notify CR President responsible for primary CP relationship of any local L&amp;L</li> <li>• Consider tracking (e.g., like Programing Airtable)</li> </ul>

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