

# HBA events-at-a-glance

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Below are HBA's standard event types, categories, and virtual and in-person pricing.

*Please note:* \*this is not an exhaustive list of categories or formats.

*Please note:* as startup locations, HBA branches are the only component type not required to follow pricing minimums.

HBA Event Types at a Glance								
Event type	Category	Description	Example formats	Audience	Minimum pricing Virtual		Minimum pricing In-person	
					Member	Non-member	Member	Non-member
<b>Recruitment</b> <small>HBA and membership information only. Led by HBA leader/volunteer. If event includes info not related to HBA, it is not this event type.</small>	Meet the HBA (title is editable)	intro about HBA and the benefits/value of membership and engagement	Virtual info session Coffee chat Happy hour First Wednesday	members/nonmembers	free	free	free	free
	Making the most of your membership	About the HBA, walk-through of navigating the organization/finding your fit via volunteering, events, community, affinities, etc.			free	free	free	free
<b>Networking</b> <small>Opportunities for members to connect, build relationships and network together. No educational content.</small>	HBA Connect Sweatworking	Informal networking	Wine Down Wednesday Coffee chat Happy hour Book club Business connections Fitness activities	members-only	Pricing at the discretion of chapter/region/affinity	N/A	Suggested: \$10 Can be free	N/A
	HB8 Supper Club	intimate/small group networking, usually over dinner					\$10/€10 (plus cost of food during event)	N/A
	Connect Café	speed networking; topic discussions					\$10/€10	N/A
	Executive Coffee Series	meeting with an executive; small roundtable					\$10/€10	N/A
<b>Educational</b> <small>Learning in any format; if a speaker is talking about anything other than HBA, it is educational. Interactivity and/or networking during a portion of the event encouraged if time allows.</small>	Fireside Chat QuaranTea Dine Around Fuel Up Friday Webinar Webinar with breakouts Sponsored webinar	Educational content/learning events featuring one or more speakers. Topics vary but often focused on industry, leadership, professional development, skill building, mission-based thought leadership, etc.	Interview Style Roundtables Casual learning formats Quick content with or without networking Expert Speaker Panel Workshop	members/nonmembers ; option for members-only	\$10/€10  **\$0 (if webinar is sponsored at \$/€ 2500 or more)	\$20 /€20	Suggested: \$30/€30 Can be: \$25/€25	\$45/€45

Please keep the following guidance from the HBA Education, Events, and Member Value Offerings Committee in mind while planning your events throughout the year. Having a good mix of offerings is important and pricing for events should be commensurate with the effort it takes to plan, coordinate, and execute.

## HBA Event Types Guidance for Event Planning

← Planning effort level →

Low effort  High effort

↑ Revenue

	Recruitment/ Engagement	Networking		Educational
		Informal – HBA Connect, Sweatworking	Formal – HB8 Supper Club, Connect Café	
Members only?	No	Yes	Yes	No, but can be if desired
Revenue generating?	No	No, but can be if desired	Yes	Yes
# per quarter?	2-3	1-2	1-3	1-4 <i>per year</i>

**Things to keep in mind for your high-level plans:**

- The balance of member-only events vs open to everyone
- The balance of revenue generating events vs free events
- The # of programs per quarter and the amount of effort involved to plan the event
- Expenses of any kind
- Events cannot lose money; effort should be commensurate with revenue

Healthcare  
Businesswomen's  
Association

Questions can be directed to your Regional President of Education and Events or [events@hbanet.org](mailto:events@hbanet.org).

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