

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
Recruitment <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
Networking <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
Educational <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

	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.
