

# Ambassador Program Playbook

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The HBA has created an Ambassador Program Playbook as a resource for companies who have decided to launch a program. This tool breaks the program setup process into phases, which can be taken step-by-step during the program process with guidance from HBA, and includes a vast amount of detail and guidance:

- Internal role definitions and profiles
- Phase descriptions and timelines
- Anecdotal program setup guidance
- Launch guidance and details

And much, much more...

[HBA Ambassador Program - Playbook v1.2023.pdf](#)  - for sharing to companies

[HBA Ambassador Program - Playbook v1.2023.pptx](#)  - should there be need to pull out content/slides for other uses

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