

Communications and Thought Leadership Committee

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The purpose of the HBA Communications and Thought Leadership team is to be a key voice in shaping the narrative and a major factor in influencing gender equity in the life science industry. This will be achieved by communicating proprietary data assets, building credibility among external stakeholders and partners, engendering a sense of belonging among members, and generating visibility across all audiences.

Three committees will be established to meet this challenge:

1. **Market Research:** The focus of this committee is to generate data, insights, analysis, learnings, and observations. It will create a deeper understanding of the greater environment (e.g., partner organization data and communication trends). The team may also conduct research among HBA members where appropriate.
 2. **Communications Committee:** The function of this committee is to maintain and optimize the available communications channels for HBA. This group will work with established and potential social media specialists to nurture the best environment available for our content. This includes management of the editorial calendar in conjunction with the HBA Global content calendar, exploring social media functionalities, SEO, etc.
 3. **Marketing Committee:** This group will be responsible for all content generation. From event announcements to volunteer profiles, from announcements to news, this committee aims to create materials that inspire and is compelling to all. Longitudinal thought leadership is another core element to shape the narrative for gender equity in our industry and therefore is also a core output of this committee.
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