

# Education and events department

Last Modified on 02/02/2024 1:00 pm EST

**Dedicated to:** education and events

**Scope:** strategic planning around regional educational priorities and virtual/in-person events; coordination/oversight of all region/chapter event types and regional event execution

**Tasks and focus areas:**



**Events:** regional/chapter coordination of all event types and virtual event execution support

- Management and maintenance of global planning calendar, incorporating all regional/chapter events of all types (educational, networking and recruitment) and proactively working to coordinate and avoid event/scheduling conflicts. Annual program planning and coordination.
- Tracking event stats and revenue to ensure plans and targets are met
- Work cross-functionally to build relationships with the regional CR team and Marketing team to effectively deliver on event sponsorship and promotion of education and events
- Networking event innovation brainstorming and coordination to enhance networking opportunities across the region and all chapters
- Provide guidance on event planning best practices as needed across the region and chapters
- Virtual event execution support across the region/chapters:
  - Maintenance of regional Zoom license and virtual event scheduling on the platform (*license admin/payments handled by HBA Central*)
- Assignments of dedicated technical support volunteer (or two for more complex events) for each regional/chapter virtual educational event to lead the technical rehearsal and handle all live tech support/platform hosting

**Education:** coordinate educational priorities across the region and develop virtual events to fill educational gaps

- Oversight of educational event topics across the region to ensure a robust menu of development opportunities across the full geography
- Virtual events/education:
  - Topic tracking and comparison in global planning calendar to:
    - avoid duplication/competition
    - look for cross-regional opportunities for collaboration
    - look for existing events that may appeal to AGs/member groups in your region
    - ensure quality in programming offered to members
  - Execution and planning of virtual events as needed to fill educational/topic gaps
  - Educational trend scouting

**Conferences:** *as needed based on regional conference offerings*

*See also role descriptions for:*

- President
  - Vice president
  - Regional director
  - Regional committees
-