

Corporate relations department

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Dedicated to: companies

Scope: strategic planning around company/Corporate Partner recruitment, engagement and sponsorship sales; regional *and chapter* business development, engagement and sponsorship activities/initiatives

Focus areas:

(Tasks for each sub-focus areas remain unchanged from current model until role assessment completion in early 2021 - see additional details here)

Business development: new company outreach and sales

Corporate engagement: HBA Corporate Partner site/employee engagement within the region and sponsorship sales

See also role descriptions for:

- President
 - Vice president
 - Regional director
 - Regional committees
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