

# Virtual Recruitment/Engagement Event Planning

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Recruitment events are managed primarily at the local level by chapter engagement teams (and occasionally by regional membership experience teams) and are available at no cost, open to members and non-members to learn more about the HBA, its value, and its benefits. More information about HBA event types and formats can be found [here](#). We recommend using the "About the HBA" PowerPoint template for this presentation.

Virtual recruitment events should be open for registration following the typical event setup procedures on the HBA website. Be sure to include the Zoom link for the meeting during event submission and registrants will be sent the link via confirmation email. Every region has its own regional Zoom account. Please contact your regional leadership team or Regional Education and Events President for the Zoom login information to set up the virtual platform.

Please refer to Membership Events for more information on these event types.

***Important note: HBA is not able to provide technical support for virtual events. A chapter or regional leader must be able to run all technical aspects of the event in their entirety.***

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