

Value

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The purpose of Value is to be a key voice in shaping the programming and educational strategy for the geography in line with the HBA global strategy and mission, delivering value through strategic, impactful events relevant across the geography, and supporting regional Education, Events, and Member Value Offerings leaders.

The Value functions are:

- Education & Events: all event planning, educational content, learning paths, and guidance on the HBA in-person experience
 - Member Value Offerings: Affinity Group (AG) programs, Mentoring programs (responsible for the geography-wide mentor program), and (in some areas) executive programs
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