

# PEM FAQs

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Our PEMs are often looked to for answers - the following FAQs will empower you to answer them easily!

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## Where do I go for HBA Membership codes?

HBA Corporate Partnership packages include a number of **Designee Memberships** for employees to utilize. These designee memberships are owned by the company and the membership term runs parallel to the Corporate Partnership term (i.e. if the partnership runs January through end of December, designee memberships will also run through end of December). The codes for designee memberships are administered by the HBA Corporate Partnership primary contact.

If an individual would like to see if designee memberships are available, they can locate the name of their company's primary HBA contact by logging into their HBA Profile, and selecting My Company > Company Details.

**If no designee memberships remain**, the HBA is happy to facilitate **bulk membership purchases**.

**HBA best practice:** often companies elect to provide their designee codes to Ambassador participants. It is an effective and easy way to administer the memberships to deserving and engaged individuals.

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## Does the program term have to align with the partnership term?

HBA Corporate Partnership terms run for one year from the partnership start date. The HBA Ambassador Program is traditionally a 12-month program, but pre-launch work can often cause misalignment to the company's partnership term.

While it is ideal for the Ambassador Program's term to run parallel to the partnership, the HBA recognizes this is not always possible. The HBA recommends that the company's program(s) launch within the first 2--4 months of the partnership term whenever possible in case of partnership non-renewal and because designee membership terms coincide with the partnership term.

Please see our **GAP Program Policies and Eligibility** for additional details.

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## What are the Ambassador Awards and when are

## What are the Ambassador Awards and when are they given?

The HBA Global Ambassador Program annually recognizes incredible leaders and impactful initiatives across cohorts. As of mid-2024, the HBA is exploring strategically expanding and raising the visibility of the Ambassador Awards portfolio. No plans are yet available for 2026.

Until plans are released, cohorts are urged to create executive summaries and/or case studies of their group initiatives and capture testimonials about prospective leadership award nominees for ease of future submission.

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## When are the 2025 program launch windows and deadlines?

The HBA Global Ambassador Program holds multiple program launch windows every year. The 2026 windows and deadlines for **Activation Forms** are as follows:

### **September/October 2026**

*Deadline for Activation Forms: 31 July, 2026*

These windows and deadlines are published on the [HBA Global Ambassador Program homepage](#).

**Deadline flexibility:** companies often inquire if they can have an extension on the activation form deadline. While the HBA can allow approx. 1-2 weeks of flexibility after the deadline, **it is not advisable to extend the deadline** beyond that. These dates are in place to ensure that the company is set up to have a smooth and easy planning experience. In the HBA's experience, every instance where a company has not met the deadline or 2-week extension has led to significant stress, frustration, and overwhelm. Given this, companies that miss the deadline should be guided to the following launch window.

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## How long does it take to set up to launch?

It can take between 3-6 months to set up and launch an HBA Ambassador Program. See our quick start guide below:

# Getting Started: Timeline

Access GAP's  
Getting Started  
Resource Kit



Preparing to launch an HBA Ambassador Program can take between 3-6 months. Programs are launched multiple times each year during windows designated by the HBA. Upcoming launch windows and deadlines are published at [HBA.net.org/Ambassador-Program](https://HBA.net.org/Ambassador-Program).



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\*Required details needed to activate an Ambassador Program



**Reference: [GAP Getting Started Resource Kit](#)**

## Where to find the Metrics Assessments?

Champions and PEMs can access real-time metrics reporting at any time during the program. This assessment data is helpful to ensure all Ambassadors are completing their assessments and inform your cohort's developmental priorities.

Accessible via the [Ambassador Program Leadership Hub](#), you can export your program's Metrics Report to Excel.

## What will I find in the report?

The **Metrics Sheet** of this report will show how many Ambassadors selected each career goal (and after final assessment, how many reportedly achieved) and their average baseline ratings across the 12 [HBA Leadership Capabilities](#).

The **Incomplete Assessments** sheet will list any registered participants who have *not* completed their Baseline, Mid-Program, or End of Program assessments so you can follow up.

## How to connect my program to the HBA locally?

It is ideal if your program's Ambassadors are connected to the HBA location(s) nearest them so they more easily stay engaged with the HBA even after their program experience ends.

To find HBA location(s), you can [search via the HBA website](#). Once identified, you can find the right HBA member leaders by viewing their board page which has clear instructions for how to connect with the leadership. You can also search and connect with these individuals on LinkedIn.

The local Member Leaders can often assist by exploring event collaboration with the cohort, providing a Lunch & Learn, and much more.

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## What's the difference between a PEM and an Account Manager?

There are a few differences between an HBA Account Manager and a PEM, though there are some similarities as well. While the PEM role can appear like an account manager in a general sense, as they are assigned to manage the relationship with a particular account, their function is specific to the Global Ambassador Program.

<b>A Program Excellence Manager:</b>	<b>An HBA Account Manager:</b>
<ul style="list-style-type: none"><li>• Are member leaders volunteering their time</li></ul>	<ul style="list-style-type: none"><li>• Are paid HBA Central staff</li></ul>
<ul style="list-style-type: none"><li>• Manage the relationship with <i>program</i> contacts</li></ul>	<ul style="list-style-type: none"><li>• Manage the relationship with <i>partnership contacts</i> at the global level</li></ul>
<ul style="list-style-type: none"><li>• Scope is specific to the Global Ambassador Program</li></ul>	<ul style="list-style-type: none"><li>• Scope includes all HBA partnership, programs, event, etc offerings of the HBA</li></ul>
<ul style="list-style-type: none"><li>• Goal is to increase satisfaction and engagement with the Global Ambassador Program, and GAP program/ALC sales as needed</li></ul>	<ul style="list-style-type: none"><li>• Goal is to increase engagement/satisfaction with the partner, retain the partner, solicit sponsorship sales</li></ul>
<ul style="list-style-type: none"><li>• Assigned to between 1-3 companies</li></ul>	<ul style="list-style-type: none"><li>• Assigned 15-20+ companies</li></ul>

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