

# Education & Speaker Management

Last Modified on 06/09/2026 2:17 pm EDT

## HBA Annual Theme and Messaging

The HBA's 2026 annual theme is "Future Focused. Impact Driven." Please see the resource below, which contains an overview and other information to assist with programming and content development to align with this theme.

2026 Annual Theme Resource.pd [□](#) [□](#)

### Future Focused. Impact Driven.

In an era defined by disruption, progress depends on leaders who can see beyond the horizon and act with purpose today. The theme **Future Focused. Impact Driven.** challenges professionals and organizations across the healthcare ecosystem to align bold vision with measurable outcomes—driving transformation that accelerates innovation and ultimately improves patient lives. This theme explores how foresight, collaboration, technology, and accountability come together to shape the next generation of leadership. Through intentional learning experiences, global partnerships, and data-informed decision-making, this year's programming will empower participants to translate ambition into action: creating meaningful impact for patients, organizations, and communities globally.



## Event speaker management guidance

For ease of event setup, HBA has developed the below two-step guidance to ensure the speaker administration pieces are taken care of in a timely manner.

### **Step 1: immediately upon confirmation of the speaker's participation and *before* setting the event up for registration...**

Request that the speaker create an HBA account or update their current HBA account (*please note, links below go direct to our front-facing HBA Help Center so can be shared directly with the speaker*)

1. Create an HBA account (if they don't already have one). They do not need to become a member and can just create a guest account. Once they create their account, please inform them that they will need to complete the tasks listed in step 2 below. OR
2. Update their HBA profile (if they already have one), specifically:
  - Add or edit their profile picture if needed
  - Ensure their title and company information is accurate
  - Add a link to their speaker bio
3. While in their profile, complete the HBA Speaker Agreement. If they have completed their speaker agreement, it will be reflected in the event's registration report once they have registered. *\*This only needs to be done once per calendar year.*

### Why is this?

During the event setup process, **HBA's system pulls your speaker's information directly from their existing HBA profile**. If they do not have an HBA profile, you will not be able to add them to your event; or if their profile information is out of date/inaccurate, it will appear that way on your registration page.

**HBA staff are not allowed to edit speaker profile information** (such as their title, company) or add anything to their profile (such as a headshot or speaker bio) per HBA policy and GDPR regulations. We rely entirely on the individual to ensure their profile information accurate.

For these reasons and to ensure you are not held up during the planning process, it is very important that speakers all have accurate HBA profiles before you even begin the event setup process. If a speaker is not willing to do the above steps, please let them know that, unfortunately, they will not be able to participate in the event as a speaker.

## Step 2: once your event is open for registration...

HBA will notify you and send you all your promo codes. At that time, prompt **your speaker to register for the event using the HBA speaker code**. Here are instructions, should they need assistance registering:

- Registering for an HBA event
- Registering *someone else* for an HBA event (if they have an assistant, etc registering them)
- Using a promo code

Once these required administrative items are complete, you should be able to focus on ensuring the speakers are prepared for the live aspects of the event.

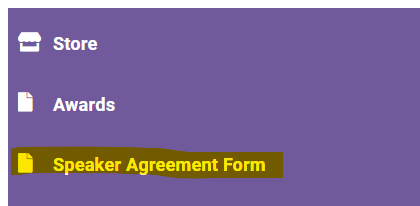
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## HBA Speaker Agreement

*This external help article has been developed for speakers - please feel free to share it with them!*

Speakers can now acknowledge the agreement in their HBA profile by following the steps below. This only needs to be completed once per calendar year as it satisfies the need for a signed agreement for all chapter, regional, and affinity group events.

1. Log in to their HBA profile (***note: HBA membership is not a requirement to have an HBA profile. If a profile needs to be created, that can be done so here in just a few minutes.***)
2. In your HBA profile, navigate to the left-side purple navigation bar. Select "Speaker Agreement Form":



3. From the following screen, click "submit" to agree to the calendar year indicated:

### Speaker Agreement Form

This speaker agreement remains in effect for the entire year for all HBA chapter/regional events. If you have questions regarding this agreement, please contact [events@hbanet.org](mailto:events@hbanet.org).

I agree to speak, either in-person or virtually (i.e. by webinar) at an HBA Chapter/Regional/Global event and to present on the topic(s), requested by the HBA. I agree to manage the presentation within the time parameters permitted and speak to the information as agreed. I understand and will abide by the HBA practice that events are not to be used as a venue for the marketing of non-HBA products, services, sponsorships, or memberships.

I attest that my presentation and any other material that I submit to the HBA is my own original work and that performance will not infringe on the rights of others. I also attest that I am the sole copyright owner of my material or that I have obtained all necessary permissions or licenses from any person, entity or organization whose material is included or used in my presentation.

I agree that HBA may use my name, photograph and biography as submitted to the HBA in connection with my presentation for the purposes of promoting the event. I also agree to allow the HBA to use my photograph and biographical information that is public in my LinkedIn profile or on my business website in connection with my presentation and for the purposes of promoting the event.

I agree that the HBA has the right to use, reproduce, and/or distribute any and all audio, visuals, video and written materials in connection with my presentation(s), in whole or in part.

I indemnify and hold the HBA harmless from and against any and all claims, expenses (including reasonable attorney's fees), and liability arising, directly or indirectly, out of my actions or inaction in the event, including but not limited to any injury or damage which I may suffer as a result of my participation.

Agreement year \*

2020

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Once a speaker has been registered for an event, the registration report will show if they have signed for the year.

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## Suggested L&D Priorities Resource

The HBA's education staff has helpfully provided the below resource suggesting the current 3 L&D Priorities to consider in developing your education strategy:

L&D Priorities for 2026 from HBR.pdf 

