# Event Type Overview

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**Key Reminder**

All events must clearly communicate their purpose, goals, and value to attendees. HBA reviews all event submissions and will notify the submitter if edits are needed for publication.

**Meet the HBA (Engagement)**
Meet the HBA events are designed to introduce attendees to the organization in a welcoming and approachable way. These sessions highlight HBA membership, benefits, programs, and opportunities for involvement, making them ideal for both members and non-members who are new to the community. The goal is to create an inviting environment that encourages conversation and connection rather than formal presentation. A strong example of this event type is a casual coffee chat led by a chapter leader who shares key information and invites questions. Events that rely heavily on slides or lecture-style delivery without interaction are not aligned with this format. Orientation details can be found here:

https://hbavolunteer.knowledgeowl.com/help/2026-about-the-hba-slide-deck

2026 About the HBA Slide Deck | Volunteer

**Power of HBA (Engagement)**
Power of HBA events help participants understand how to navigate and engage with the full HBA ecosystem. These sessions provide clarity on programs, volunteering pathways, member networks, and ways to stay actively involved. The intent is to empower attendees with practical knowledge they can immediately apply. Effective Power of HBA events include live walkthroughs and real examples that point participants toward next steps. Sessions that simply repeat high-level information without actionable guidance are not recommended.

**Community Outreach (Community Connections)** please read the link here before submitting this event type.

Community outreach events are designed to create meaningful impact through active service and volunteerism, bringing individuals together to support causes aligned with HBA's mission. While we recognize and value opportunities to support community initiatives, HBA is not a pass-through organization for external causes or sponsorship-only activities. To qualify as an outreach event, there must be clear alignment with HBA's purpose and a defined, hands-on service or volunteer component that engages participants directly. Events that do not include an active service element or do not align with HBA's mission fall outside the intent of this category.

**Wellness (Community Connections)**

Wellness events support physical, mental, and emotional well-being while fostering personal connection among participants. These experiences are meant to be interactive, restorative, and community oriented. Examples include guided meditation, yoga sessions, or walk-and-talk gatherings that encourage presence and connection. Wellness events should not be lecture-based or purely informational. Additional wellness resources can be found here: [Insert Wellness Link Here].

**Connect – Tier 1 (Networking)**
Connect Tier 1 events are member-only experiences focused on relationship-building and professional networking. The primary objective is to create space for meaningful connection through structured or semi-structured interaction. Effective formats include speed networking, Connect Café sessions, and recurring networking meetups. Events that prioritize presentations over connection time are not aligned with the purpose of this tier.

**Grow – Tier 2 (Networking)**
Grow Tier 2 events combine networking with facilitated discussion and light learning. These sessions are designed to deepen connections through shared conversation around a focused topic. Each Grow event should include a facilitator who guides discussion for approximately 15–20 minutes, helping spark dialogue rather than delivering a formal presentation. The emphasis is on conversation and collective insight, not keynote-style speaking.

**Educational Programs (Education)**
Educational Programs deliver structured learning experiences focused on leadership, professional development, industry knowledge, and skill-building. These events are content-driven and may include webinars, panels, workshops, roundtables, or fireside chats. Strong educational programs have clear learning objectives and provide tangible value to attendees. Events without defined content or outcomes should not be categorized under Education.

**Signature Events (Signature Events)**
Signature Events are flagship HBA experiences that carry broad organizational impact and visibility. These large-scale programs, such as conferences, summits, forums, and expansion celebrations, are strategically designed to elevate HBA’s mission and reach. Signature Events require careful planning and alignment with organizational goals any interest should be sent to events@hbanet.org for consideration on a case-by-case basis. Smaller or localized events should not be positioned as signature experiences.

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