

HBA Event Types at a Glance

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HBA EVENT CATEGORIES

Event types, purposes, audiences, formats, and pricing at a glance.

EVENT CATEGORY	EVENT TYPE	PURPOSE	TARGET AUDIENCE	EXAMPLE FORMATS	PRICING (VIRTUAL)
ENGAGEMENT	Meet the HBA	Introduces attendees to HBA membership, benefits, and opportunities.	Members & Non-Members	- Information sessions - Coffee chats - Recurring welcome events - Virtual walkthroughs - Orientation sessions	Free or cost-recovery fee
ENGAGEMENT	Power of HBA	Helps participants navigate HBA programs, volunteering, member networks, and engagement opportunities.	Members & Non-Members	- Virtual walkthroughs - Orientation sessions	Free or cost-recovery fee
COMMUNITY CONNECTIONS	Community Outreach	Builds community through service and volunteer activities.	Members & Non-Members	- Volunteer projects - Charity walks - Service days	Free / activity-based fee will apply for non-members
COMMUNITY CONNECTIONS	Wellness	Supports health, well-being, and personal connection.	Members & Non-Members	- Yoga, meditation, walk-and-talks - Recreational activities	Free / activity-based fee will apply for non-members
NETWORKING	Connect (Tier 1)	Focused on relationship-building and professional networking.	Members Only	- Connect Café - Speed networking - Business clubs - Wind Down Wednesday	Free or nominal fee
NETWORKING	Grow (Tier 2)	Networking paired with facilitated discussion and light learning.	Members & Non-Members	- Topic-based networking - HBA Supper Club - HBA Wind Down Wednesday	Free or low-cost for members; higher non-member rate
EDUCATION	Educational Programs	Delivers leadership, industry, professional development, and skill-building content.	Members & Non-Members	- Webinars, panels, workshops - Fireside chats, roundtables - Resource fairs, Fuel Up Friday - Dinner Arouns	Virtual: \$10 / \$20
SIGNATURE EVENTS	Signature Events	Flagship HBA programs with broad organizational impact and visibility.	Varies by event	- Conferences, Summits, Forums - Expansion Celebrations	Varies

**More specific details will come.

• Engagement Events:

Cost Recovery Fee for Engagement Events: Components may charge a nominal fee at their discretion based on the event being hosted. For example, some components may choose to charge a small fee to encourage registrants to attend and reduce no-shows.

Community Connection Events:

Activity-Based Events: A \$10 fee will apply to all non-members, regardless of whether the event is in-person, virtual, or hybrid.

Networking Events:

Nominal Fee Events: Components may choose to offer an event free of charge or charge a **\$10 member fee**, regardless of whether the event is in-person, virtual, or hybrid. If a non-member fee is charged, it must be set higher than the member fee (e.g., Member: \$10, Non-Member: \$20 or Member: \$0, Non-Member: \$10).

Educational Events: Pricing remains unchanged:

- Members: \$25–\$35
- Non-members: \$45
- Virtual educational events: \$10–\$20

Note: These pricing guidelines are temporary and will remain in effect until Phase 2 is rolled out later this summer.

Event Type Overview
