Activating a New Program

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Activating or Purchasing an Ambassador Program

HBA Ambassador Programs can be activated if included in an HBA Corporate Partnership or purchased by eligible HBA Corporate Partners. Please refer to the Activation Toolkit for more information to help you get started.

Click here for a quick walk-through video of how to activate/purchase an Ambassador Program.

To Activate an Ambassador program included in your Corporate Partner Package

Only *designated* Corporate Partnership contacts have access to activate programs included in the partnership package. The Activation Form can be found in the HBA Corporate Partner Portal under Ambassador programs. On this page, designated contacts will also find a link to a shareable version of the form should they wish to provide it to another representative of the company to complete.

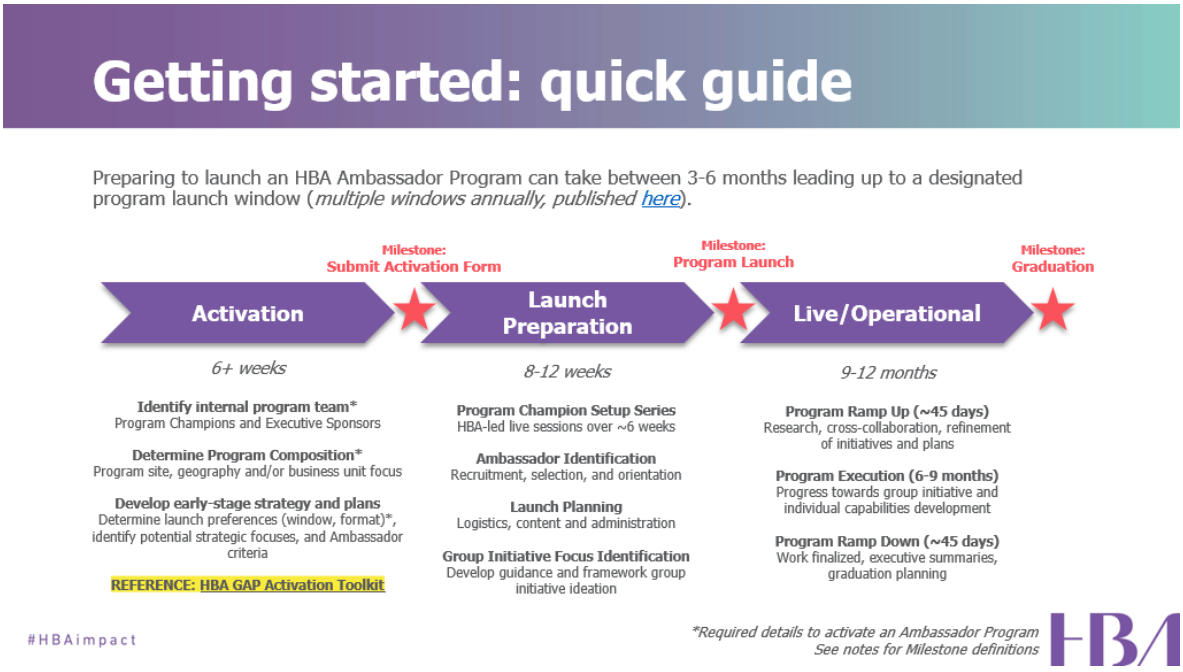
To Purchase an Ambassador Program

Representatives from eligible HBA Corporate Partner companies are eligible to purchase Ambassador Programs outside of those included in the partnership package. Please click here to access our program purchase page (note: you will need to be logged into your HBA profile to access this page). Once processed, the Activation Form will be sent to you via email with your purchase confirmation to kick off the setup process.

Launch Windows and Deadlines

The HBA launches new Ambassador Programs during designated launch windows throughout the year. **Upcoming launch windows and deadlines to complete the GAP Activation form are posted on the HBA website** and updated regularly. Eligible HBA Corporate Partners intending to launch an Ambassador Program must indicate their intent to launch their program(d) during an upcoming launch window by submitting a completed Activation Form by the window's deadline.

Please note that it can take (on average) 6 weeks to determine the details needed internally to complete and submit the Activation Form. The HBA recommends considering this timing when deciding which launch window to pursue.



Activation Toolkit

To assist eligible HBA Corporate Partners in getting their program(s) set up for success, the HBA has created the GAP Activation toolkit to walk you step-by-step through how to find/complete the form and important planning considerations to determine before you submit. Please keep in mind HBA's launch windows and average timelines as published here.

HBA GAP Activation Toolkit Final.pdf

What happens after Activation?

Soon after submission, Champions and Executive Sponsors designated in the Activation Form will receive communications with:

- Their tools/resources to get started, most importantly the Champion's Training
- Access to the HBA GAP Resource Center
- Community of Practice schedule of live meetings (office hours) to support launch setup

The HBA will:

- Assign Advisors and Program Excellence Managers no later than 2 weeks prior to your launch date, making introductions once assignments are made
- Host Office Hours sessions to support Champions through the setup process

The Communities of Practice and additional setup details are outlined in the Global Ambassador Program Resource Center by role to help you walk step by step through the process.