

Ambassador Recruitment/Selection Timeline

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The usual Ambassador Recruitment and Selection process takes ~8 weeks to complete. The HBA recommends following the below format to guide your weekly activities during this process. If you find yourself with additional time to complete these activities, the HBA recommends adding additional time to your promotional and administration windows.

Week	Workstream	Notes
> 0	Promotions: 'Coming Soon' or early Call for Applications	<i>If promotional timing allows, open call for applications earlier or send 'Coming Soon' communications</i>
1	Promotions: Initial Call for Applications	<i>Be sure to clearly state application criteria, application requirements and deadline.</i>
2	Promotions: Program Info Session and Application Reminder	<i>Info Session: review HBA Global Ambassador Program Overview, with a focus on the results for the Ambassador and the experience overall.</i>
3	Promotions: Last Call for Applications	
4-5	Review Applications & Select Ambassadors	<i>Identify a few Wait List applicants should any accepted applicants elect not to participate</i>
6	Send Acceptance/Non-Acceptance Emails	<i>Suggest sending all acceptance emails first in case any applicants elect not to participate to allow time to contact/accept wait listed applicants.</i>
7	Ambassador Administration	
8	Launch!	

**Note: optional Fireside Chat with Executive Sponsor can be held Week 7, ~1 week prior to Launch OR on the launch date, just prior to the official Launch event*