

What is an HBA Launch Leader?

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HBA Launch Leaders are trained to lead and facilitate Ambassador Program launches. After submission of your activation form, the HBA will assign your Launch Leader based on availability and how well they fit your cohort's needs. HBA Launch Leaders will attend virtually for all virtual and hybrid launches. For in-person launches, the HBA will ask you to specify if you would like the Launch Leader in attendance in person*, or if virtual is acceptable.

The Launch Leader will meet with your program ~2 weeks prior to the official launch event to finalize your agenda and review the overall flow of the event to ensure all are comfortable and confident, and will attend live for the full session to lead and facilitate alongside the program champions.

*PLEASE NOTE: if a program wishes the HBA Launch Leader to attend in person, the company will be responsible for paying associated travel and lodging costs, which will be billed directly by the Launch Leader to the company, or can be booked by the company directly.
