

Washington, D.C. Innovation Activation

Public Affairs Council
Government Relations Impact Series
February 12, 2019

VISA



Experiencing Innovation in D.C.

Visa regularly hosts activations and technology demonstrations for policymakers

Typically, those activations are event based with a limited window of participation for policymakers

Recent events have included:

- Annual Congressional Baseball Game for charity
- Atlantic Commerce 2.0 newsmaker series
- CES on the Hill
- Information Technology Industry Council (ITI) Tech Showcase

What If? We could create our own, extended innovation experience for policymakers to demonstrate Visa's role in shaping the digital transformation of commerce



Former Rep. Issa (R-CA) receiving Visa Contactless Demo at Congressional Baseball Game



Atlantic Commerce² Visa Checkout Demonstration



Rep. Brooks (R-IN) demos a biometric card at CES on the Hill



Sen. Gardner (R-CO) with the Security Suitcase at ITI Tech Showcase

Visa Innovation Activation Goals



Engage policymakers and thought leaders to:

- Educate about Visa's role in shaping the digital transformation of commerce
- Showcase new payment technologies
- Highlight Visa's leadership on security issues
- Drive brand awareness

Innovation Activation at a Glance



Explore the future of payments and security in an interactive 30-minute experience tailored for policymakers.

Experience a day in the life of a connected consumer, including demonstrations of the future of payments and consumer privacy and security in: home, retail, transit, and restaurants.

1. An immersive experience showcasing innovation at Visa
2. Presented through the lens of a connected consumer
3. A series of demos and activations showcasing the future payments

A Very Busy Three Weeks



> 1,000

Attendees

> 32

Elected Officials

> 100

**Congressional and
regulatory staff**

107

Engagements

234,015

**Social Media
Impressions**

Innovation Activation Kick-Off Reception



Visa General Counsel and Executive Vice President, Kelly Tullier welcomed policymakers, industry representatives, partners, clients and thought leaders to the Innovation Activation



Co-chairs of the Congressional Payments Caucuses Senator Gary Peters (D-MI) & former-Congressman Randy Hultgren (R-IL) made opening remarks on Visa's leadership and innovation in the payment industry.

Thought Leadership

Versatile space allowed for wide range of issue engagement



A conversation with Congresswoman Jackie Speier (D-CA), Adama Iwu, Visa, and Emily Martin, National Women's Law Center, on Diversity and Inclusion in politics



In partnership with TechNet, a conversation about women in technology, "Women are Key to Regaining America's Innovative Edge"

Speaker Series

Highlighting key issue topics and distinguished guests



Visa's Bobby Thomson hosted NFIB President & CEO, Juanita Duggan, for a conversation about the state of small business in America



Visa's Tom Brooks and Jason Oxman, President and CEO of ETA hosted a lunch and learn on contactless payments in the United States

Tours and Special Events

The Innovation Activation was designed to accommodate individual tours and group events, and to serve as a convening forum to discuss key policy topics



Media & Industry Engagement

- Over a dozen reporters visited the Visa Innovation Activation to learn about the company's leadership in technology and security
- The **Public Affairs Council** (PAC) filmed a feature on the Innovation Activation highlighting how organizations like Visa are using their physical footprint to creatively showcase their work
- Visa partnered with many of our trade associations to leverage the Innovation Activation and drive attendance





Public Affairs's Council *Impact* video series spotlights some of the most innovative public affairs offices in Washington. This video discusses how Visa's Innovation Activation allowed them to show technology in practice to various stakeholders

Lessons Learned

01

Plan ahead

02

**Know your
audience**

03

**Customize the
experience**

04

**Don't use
corporate speak**

05

Location matters

06

Be creative

Closing Thoughts

- The Visa Innovation Activation delivered a dynamic interactive payment experience to policymakers and a range of different stakeholders in Washington, D.C. over a three-week period
- A cross functional team at Visa joined forces to create this successful, immersive innovation experience
- Policymakers respond favorably when they can experience innovation in a hands on way



Team Visa at the Innovation Activation

Thank You

