

July 13, 2021



Public Affairs
Council

Membership Orientation

Be on the lookout
for a \$5 Starbucks
electronic gift card
at the email
address you used
to register



Today's Agenda

1. Introduction

- Who we are

2. Resources and Services

- Executive Education
- Expertise
- Community

3. How to get involved

Public Affairs Council Profile



11,000 PUBLIC AFFAIRS PROFESSIONALS

700+ MEMBER ORGANIZATIONS

7 OF THE FORTUNE TOP 10 COMPANIES

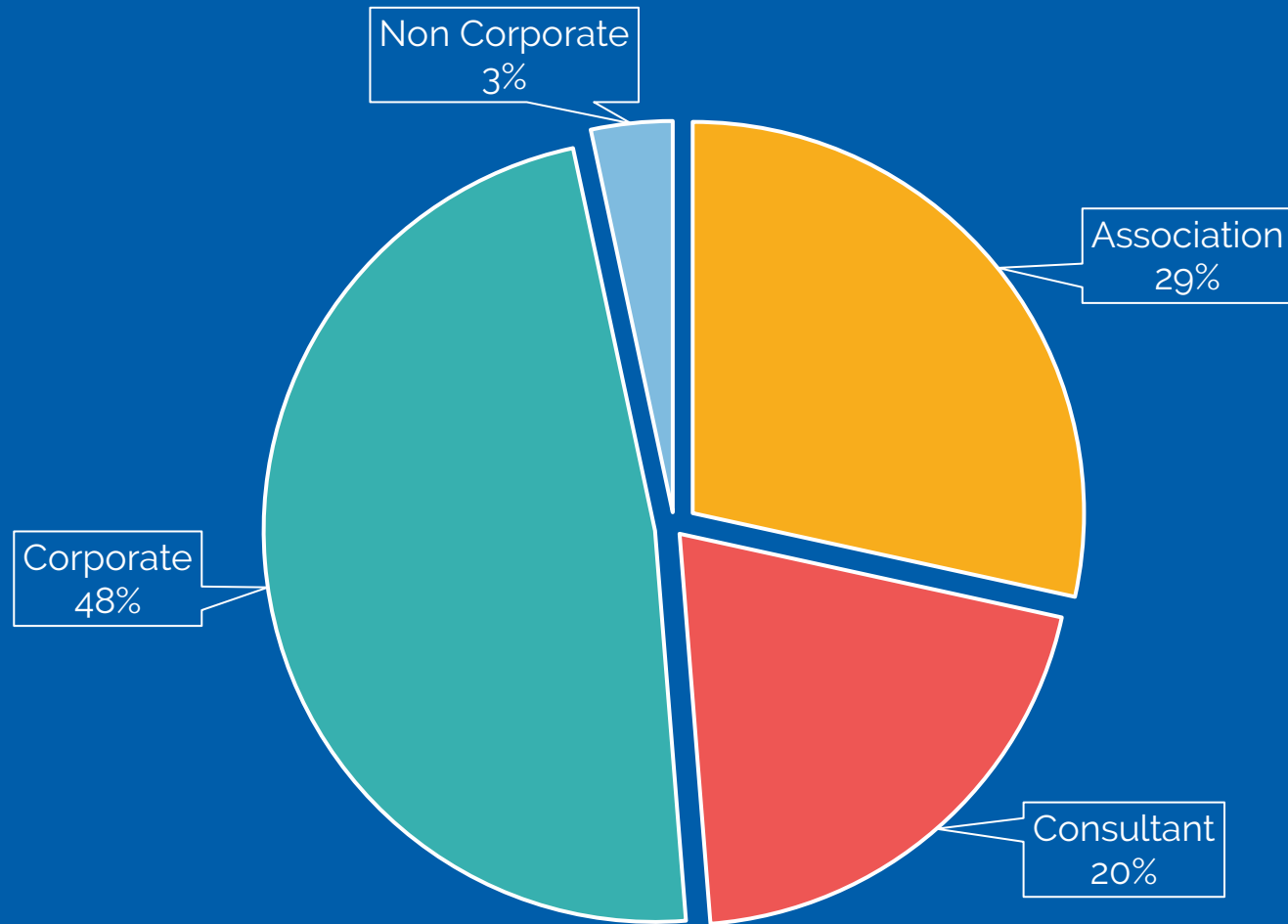
HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

You're in Good Company

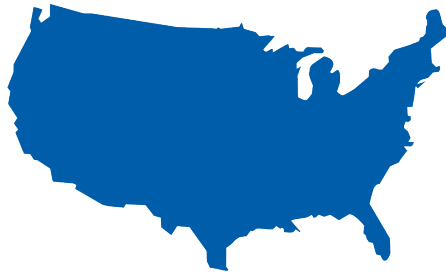


A Diverse Community



Where are Your Peers?

United States (Non-DC)
52%



DC Area
35%



International
13%



Manage Your World



Membership Benefits



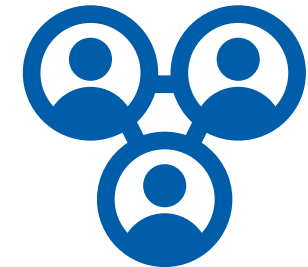
Executive Education



Expertise



Community

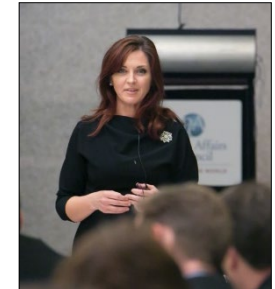


I. Executive Education



Hallmarks of Council Events

- Peer-to-peer learning
- Unparalleled networking opportunities
- Practical advice you can implement immediately
- Benchmarking opportunities with best in class
- Resource materials to continue your learning



Signature Events

- The Advocacy Conference
- National PAC Conference
- Digital Media & Advocacy Summit
- State & Local Government Relations Conference
- Spring Executive Meeting
- Public Affairs Institute

60+ Free Webinars (& Recordings) for Members

www.pac.org/webinars

- Building and Managing Diverse Global Teams
- Proving the Value of State Government Relations
- Leveraging Employee Resource Groups for Internal Progress
- PAC Charitable Match Programs
- Managing Up: Leadership Skills for Any Level

Certificate Programs

- PAC & Grassroots Management
- Government Relations & Lobbying
- Public Affairs Management



MEMBERSHIP ORIENTATION



II. Expertise



Knowledge Areas

- Government relations strategy & management
- Grassroots & ally development
- PACs & campaign finance
- Communications
- Digital & social media
- Issues management
- Corporate social responsibility
- Global public affairs
- Legal & ethics compliance
- Measurement & evaluation



Staff Experts



Doug Pinkham



Andras Baneth



Kristin Brackemyre



Erica Harris



Tori Ellington



Nick DeSarno



Kelly Memphis



João Sousa

Questions We Can Answer

MEMBERSHIP ORIENTATION



Guest Speakers for Your Meetings

MEMBERSHIP ORIENTATION



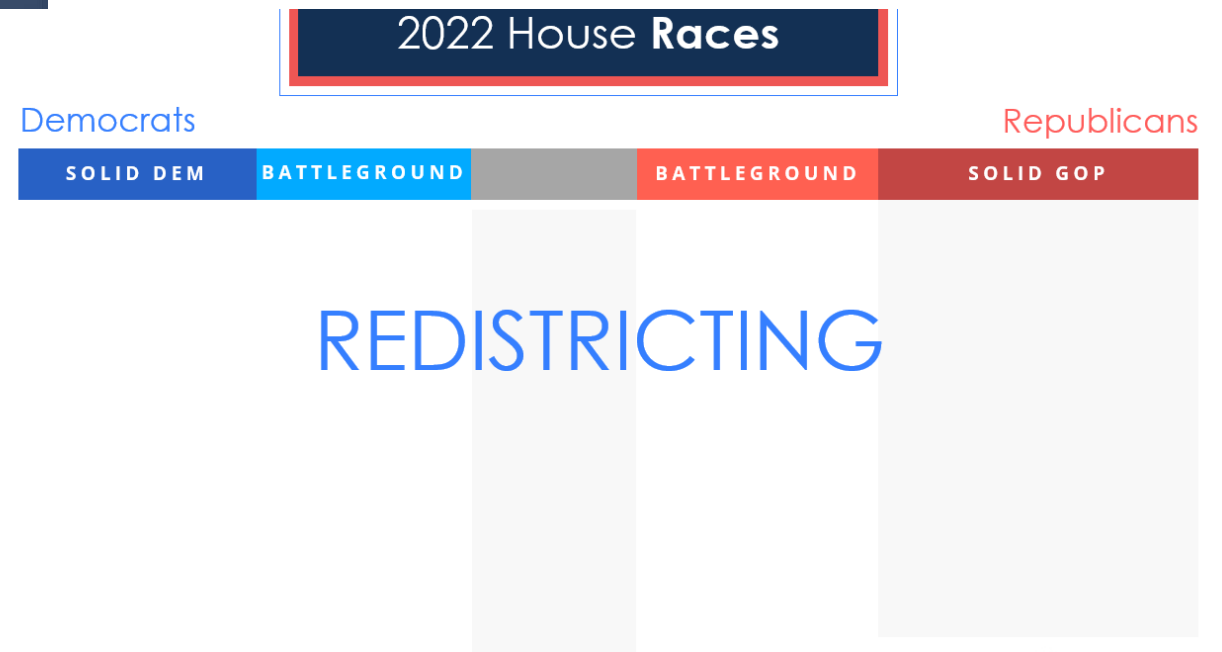
Legal Guidance

Prominent election law attorney, Ken Gross, is available to members for legal advice on federal & state issues:

- PAC & campaign finance
- Lobbying registration (including grassroots)
- Ethics laws

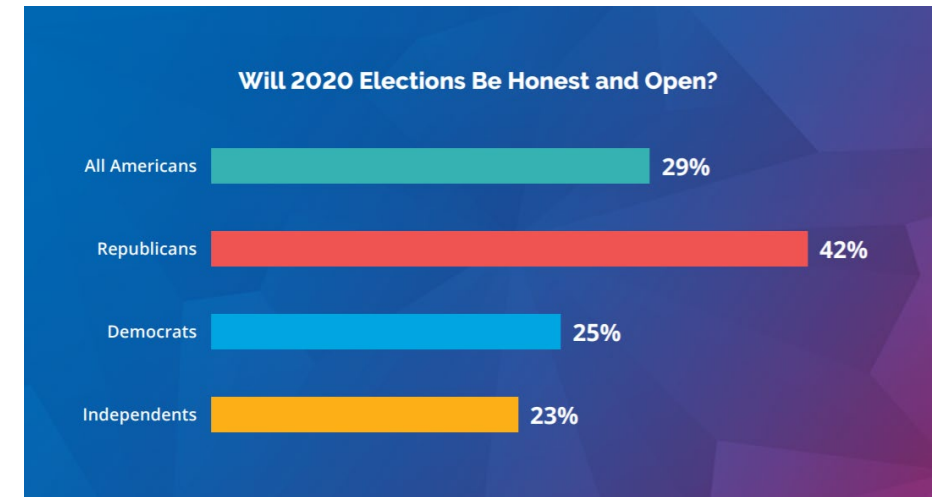


Political Intelligence from *Inside Elections*



Nathan Gonzales
Editor & Publisher
Inside Elections

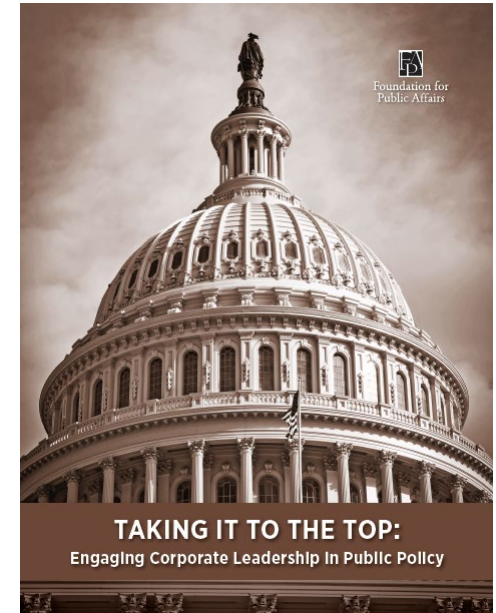
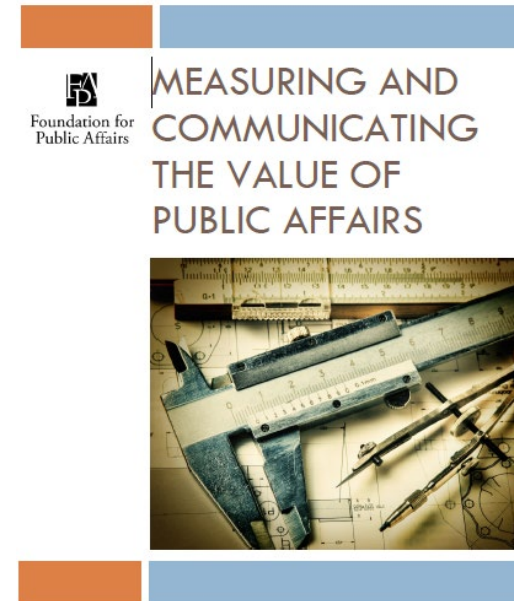
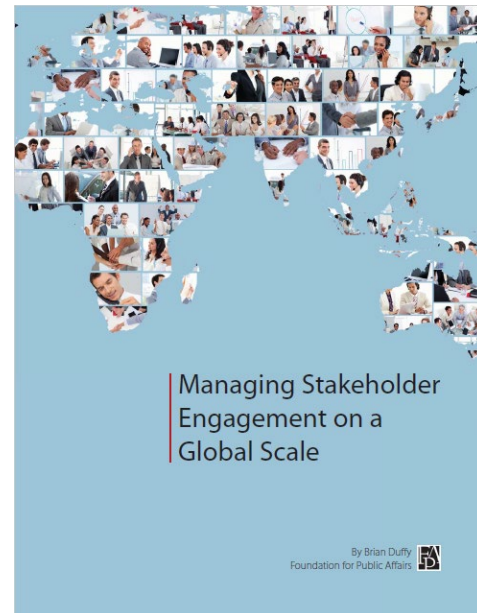
Research & Benchmarking



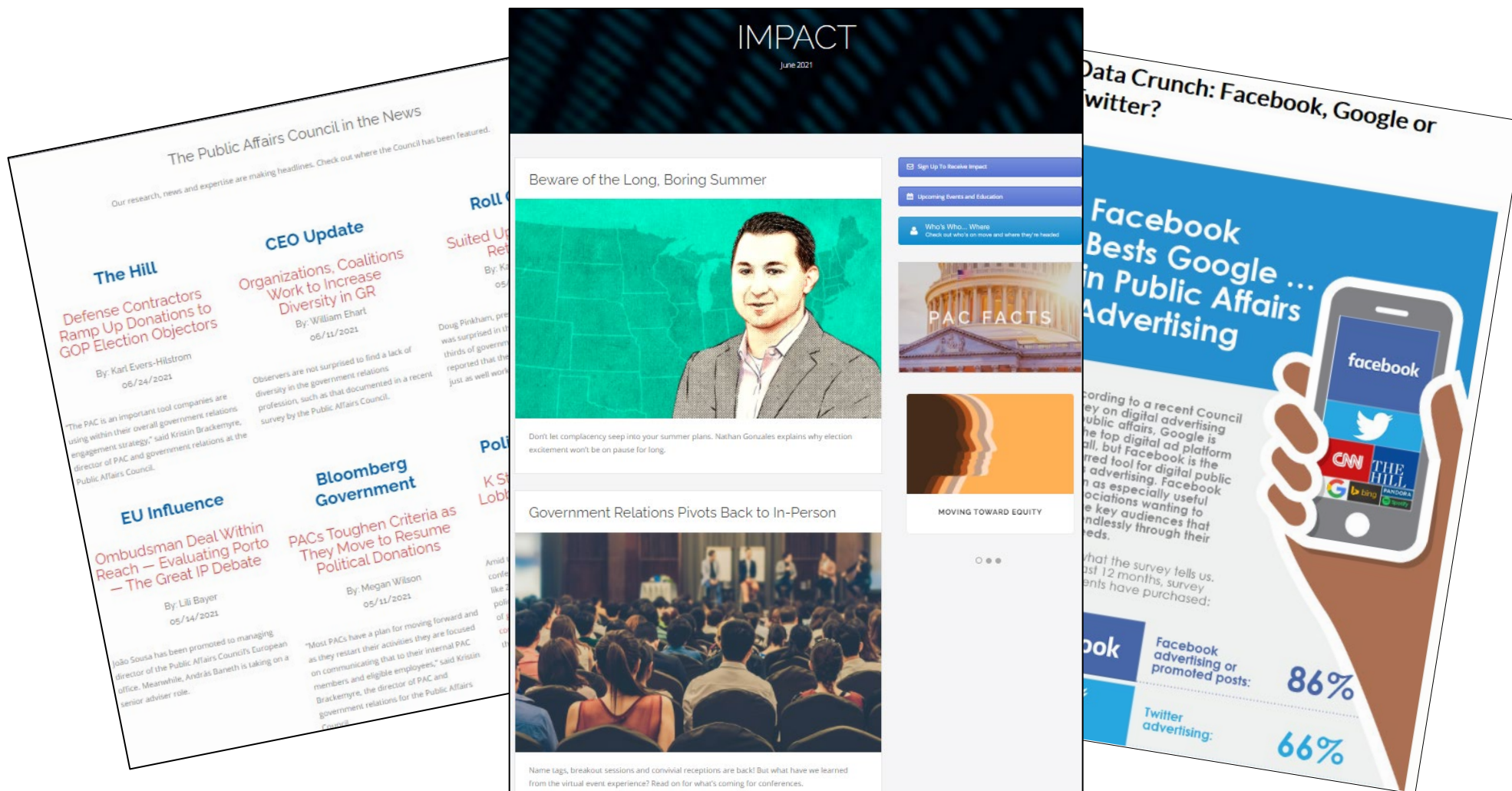
Visit pac.org/publications for complete list

Foundation for Public Affairs

Through workforce development initiatives focused on diversity and inclusion, and by conducting research on emerging issues and trends, the Foundation invests in the future of the profession



News & Analysis



III. Community



Mentoring

MEMBERSHIP ORIENTATION



Professional Networks

- Political Involvement
- International Network
- Social Responsibility
- State Government Relations
- Association
- Emerging Leaders

MEMBERSHIP ORIENTATION



Social Media

Follow us: @PACOUNCIL



Jobs Page

Career Resources



Career Resources

For Job Seekers

Thoughtfully planning out your career is key to success in public affairs or any field. The resources in the public affairs career center can help you prepare for your next move — whether that's advancing in your current company or making a job or career change externally.

Council Membership Means

- o Access to Expertise & Resources
- o Unparalleled Executive Education
- o Opportunities to Build your Network

Learn about Council Membership
Get Our Newsletter

Free Webinars for Members

Jobs

- o Find a Job
- o Post a Job
- o Career Resources
- o Jobs with the Council

Jobs

Find a Job

It's your career – take control! The Career Center lists the most recent public affairs job announcements and career opportunities from top corporations, associations and firms.

[View Jobs](#)

Post a Job

Looking to make your next great hire? The Career Center posts job openings exclusively for public affairs positions. And it's free for the first 30 days.

[Learn More](#)

Career Resources

The resources in the Career Center help you prepare for your next move – whether that's advancing in your current company or making a career change with a new organization.

[Learn More](#)

Jobs with the Council

Do you love public affairs and want to help elevate the profession? We may have a job that's perfect for you.

[Learn More](#)

Jobs with the Council



Jobs with the Council

The **Public Affairs Council** is the leading international association for public affairs executives and managers – and it's a great place to work! We provide an excellent work environment, a competitive salary and benefits package (including bonus eligibility) and a location convenient to Metro's Foggy Bottom and Farragut North stations. We are an equal opportunity employer.

Current Opportunities with the Council

[Program Coordinator](#)

[Program Assistant](#)

Council Membership Means

- o Access to Expertise & Resources
- o Unparalleled Executive Education
- o Opportunities to Build your Network

Learn about Council Membership
Get Our Newsletter

Free Webinars for Members

Jobs

- o Find a Job
- o Post a Job
- o Career Resources
- o Jobs with the Council

Accessing the Members-only Portal & Council Connect

My Events

[Register Today!](#)

Virtual: Digital Media and Advocacy Summit
June 22, 2021 | [Agenda](#) | [Registration](#)

	Event Name
Upcoming Events	2021 Webinar: March Membership Orientation
	2021 Workshop: Strategic Global Public Affairs
	2021 Virtual Workshop: Success - Understanding Reporting
	2021 Workshop: Incentivizing PAC Engagement
	2021 Webinar: Developing a Framework for Your PAC

[SEE FULL LIST OF EVENTS](#)

Networking Committees

Connect with your peers! Join a members-only Council Network. Not a member? Contact our membership department at membership@pac.org for more information.

Committee	Position	End Date
Association Network	Member	

Areas of Interest

Please let us know your areas of interest. Interests are used to send relevant news, event and programming information targeted to your needs.


In order to receive Council communications, please have your IT department add pac.org, members.pac.org and informz.net to your company's safe senders list.

[VIEW AND UPDATE YOUR AREAS OF INTEREST](#)


COUNCIL CONNECT

Where public affairs pros learn, share and **CONNECT**

LATEST DISCUSSIONS



RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS
BY: [KELLY MEMPHIS](#) , YESTERDAY
POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)
Hi Sonji, These are excellent! Thank you for sharing, exactly the type of example I needed. I especially like the title "Washington Wire" title. Best regards, Kelly -----
----- Kelly Memphis Sr Mgr, Gov't Relations & Stakeholder ...



RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS
BY: [SONJI WILKES](#) , 3 DAYS AGO
POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)
Hi Kelly- While not exactly internal (these emails go out to our entire mailing list, including our staff and state-based organization staff), here are two examples of how we keep our community informed of our policy and advocacy efforts: Monthly ...

1 person recommends this

POLLS

[REMOVE POLL](#) [VIEW REPORT](#)

HOW HAVE CHANGES TO DIGITAL AD POLICIES IMPACTED YOUR ADVOCACY STRATEGY?

☐ Significantly

☐ Slightly

☐ No change

[SAVE](#)

USEFUL RESOURCES

[ADD](#)

Get Involved Today

pac.org/engagement



Expertise

- Download resources at Council Connect (community.pac.org)
- Get to know our staff experts (pac.org/experts)



Executive Education

- Sign up for an event (pac.org/events)
- Enroll in a certificate program (pac.org/certificate)



Community

- Become a mentor or mentee (pac.org/mentoring)
- Join a professional network (pac.org/networks)

Contact Us

Caryn Seligman
Senior Director
cseligman@pac.org
202.787.5966

Stephanie Helsing
Manager, Membership
shelsing@pac.org
202.787.5967

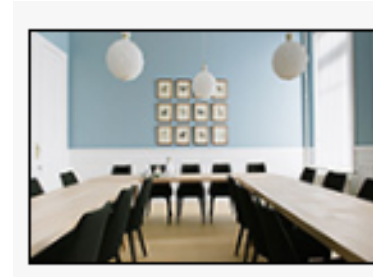
Emily Wallace
Manager, Membership Engagement
ewallace@pac.org
202.787.5962

Nick DeSarno
Director of Digital and Policy Communications
ndesarno@pac.org
202.787.5971



U.S. Office

2121 K St. N.W., Suite 900 | Washington, DC 20037
(+1) 202.787.5950 | pac@pac.org



European Office

Square Ambiorix 7 | 1000 Brussels
europe@pac.org