2023 EVENTS

JANUARY

Public Affairs Institute ★

Jan. 9-12 | Laguna Beach, CA

Webinar: Site Visit Best Practices ★ ▣

Jan. 19

Webinar: Membership Orientation ▣

Jan. 23

Webinar: Social Impact Survey – DEI, ESG and Social Issues ▣

Jan. 24

Webinar: Meet the New Congress ★ ▣

Jan. 25

Webinar: Emerging Trends in Sustainability ★ ▣

Jan. 26

Political Compliance Summit ★

Jan. 31

FEBRUARY

The Advocacy Conference ★

Feb. 6-9 | Ft. Lauderdale, FL

Webinar: Business Fundamentals for Public Affairs Professionals ★ ▣

Feb. 15

Webinar: Top Ten Do's and Don'ts for Capitol Hill Meetings ★ ▣

Feb. 16

Virtual Workshop: ESG Reporting Boot Camp ★ ✛

Feb. 22

Webinar: Public Affairs in the European Union - Insights from Brussels and EU capitals ▣

Feb. 23

National PAC Conference ★

Feb. 26-March 1 | West Palm Beach, FL

MARCH

Membership Orientation ▣

March 6

Hybrid Workshop: Federal Appropriations vs. Federal Budget 101 ★ ✛

March 8

Virtual Workshop: Project Management for Public Affairs ★ ✛

March 16

Webinar: Managing Ballot Measure Campaigns ★ ▣

March 21

Virtual Workshop: Unpacking ESG's Impact on Public Affairs ★ ✛

March 23

Virtual Workshop: Advanced Advocacy and Public Affairs Campaign Management ★ ✛

March 23

Compliance Webinar: LD2s and LD203s ★ ▣

March 28

Virtual Workshop: Measuring and Communicating the Value of Public Affairs ★ ✛

March 29

▣ Free for Council Members

✛ Free for Members Enrolled in Membership Plus. Learn more at pac.org/Plus

★ Programs eligible for credit toward one or more of the certificates in the Council Certificate Program. Learn more at pac.org/Certificates

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PA Public Affairs Council

2023 EVENTS

APRIL

Webinar: PAC Fundraising Among Remote Workforces ★ ▣

April 4

Virtual Workshop: Sustainability and CSR Strategies for Global Teams ★ ✛

April 5

Virtual Workshop: U.S. House and Senate Boot Camp ★ ✛

April 11

Virtual Workshop: Educating and Empowering Your Grasstops Program Leaders ★ ✛

April 12

Webinar: Corporate Foundation Initiatives ★ ▣

April 13

⬗ **Spring Board Meeting** ★

April 17-18

Webinar: Managing Shareholder Activism ★ ▣

April 19

Webinar: Membership Orientation ▣

April 24

Virtual Workshop: Skills, Secrets, and Techniques of High Impact Lobbying ★ ✛

April 25

Virtual Workshop: Advancing DEI Initiatives at Associations ★ ✛

April 26

Virtual Workshop: In-District Political Engagement: Facilities, Site Visits and More ★ ✛

April 27

MAY

Webinar: Persuasive Writing ★ ▣

May 2

Virtual Workshop: Conveying Policy Positions to Your Employees ★ ✛

May 4

Virtual Workshop: Using Social Media for PAC and Grassroots Engagement ★ ✛

May 10

Webinar: Understanding the "S" in ESG ★ ▣

May 11

Virtual Workshop: Implementing Successful Social Issue Frameworks ★ ▣

May 16

Webinar: Conducting PAC Surveys and Town Halls ★ ▣

May 17

Webinar: State Budget Cycles and Processes ★ ▣

May 23

Webinar: Political Transparency Spotlight - Understanding the CPA Zicklin Index ★ ▣

May 31

JUNE

Virtual Workshop: Strategic Planning for Public Affairs ★ ✛

June 1

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PA Public Affairs Council

2023 EVENTS

Webinar: Membership Orientation ▣
June 5

Virtual Workshop: Using Video for Your PAC and Grassroots Programs ★ ▣
June 6

Virtual Workshop: Ethical Public Affairs in Government Relations ★ ▣
June 7

Virtual Workshop: Managing Global Risk - Strategies and Case Studies for Public Affairs Teams ★ ▣
June 8

Brussels Study Tour
June 22-23 June 22 | Brussels, Belgium

Virtual Workshop: State Advocacy Regulatory Boot Camp ★ ✛
June 27

Compliance Webinar: State Lobbying Rules and Regulations ★ ▣
June 29

Digital Media & Advocacy Summit ★
June 12 | Washington, D.C.

JULY

Webinar: Leading Diverse Global Public Affairs Teams ★ ▣
July 11

Virtual Workshop: PAC Charitable Match Programs ★ ✛
July 13

Webinar: Membership Orientation ▣
July 17

Virtual Workshop: Managing Contract Lobbyists and Consultants ★ ✛
July 18

Virtual Workshop: Advocacy Content Creation ★ ✛
July 19

Webinar: Managing a Corporate Grassroots Program ★ ▣
July 20

Public Affairs Leadership Summit ★
July 25-27

AUGUST

Virtual Workshop: Storytelling for Advocacy ★ ✛
Aug. 2

Virtual Workshop: Proving Government Relations Value in Dollars and Cents ★ ✛
Aug. 8

Webinar: Incentivizing PAC Contributors to Increase Contributions ★ ▣
Aug. 10

Webinar: Understanding Public Polling and Social Listening ★ ▣
Aug. 17

SEPTEMBER

Virtual Workshop: Crafting Presentations and Speeches ★ ✛
Sept. 7

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PA Public Affairs Council

2023 EVENTS

Webinar: Membership Orientation 🖼
Sept. 11

Virtual Worshop: Corporate PAC Intensive ★ ✚
Sept. 12

Virtual Workshop: Association PAC Intensive ★ ✚
Sept. 12

Webinar: Media Relations for Public Affairs ★ 🖼
Sept. 13

Virtual Workshop: DEI Data for Transparency and Impact ★ ✚
Sept. 14

Webinar: Tools and Tactics for Inclusive Storytelling ★ 🖼
Sept. 19

Virtual Workshop: Negotiation Skills for Public Affairs ★ ✚
Sept. 19

Webinar: Data Visualization for Public Affairs ★ 🖼
Sept. 20

Virtual Workshop: Communicating Your Global Brand ★ ✚
Sept. 21

Webinar: PAC Trends and Insights from the 2023 Benchmarking Reports ★ 🖼
Sept. 21

State & Local Government Relations Conference ★
Sept. 20-22 | Washington, D.C.

OCTOBER

Virtual Workshop: Peer-to-Peer PAC Fundraising ★ ✚
Oct. 4

Public Affairs Study Tour ★
Oct. 11-13

Fall Board Meeting
Oct. 16-18

Webinar: Public Affairs in Russia and its Neighborhood ★ 🖼
Oct. 19

Webinar: Membership Orientation 🖼
Oct. 23

Virtual Workshop: Best Practices for Issues Management in Public Affairs ★ ✚
Oct. 24

Virtual Workshop: Social Media for Advocacy ★ ✚
Oct. 25

Political Compliance Summit ★
Oct. 26

NOVEMBER

Virtual Workshop: Effective PAC Engagement Strategies ★ ✚
Nov. 2

Virtual Workshop: Stakeholder Mapping and Management ★ ✚
Nov. 8

STR/DE: A Social Impact Summit ★
Nov. 15 | Washington, D.C.

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PA Public Affairs Council

2023 EVENTS

Virtual Workshop: ESG
Communications Boot Camp ★ ✚

Nov. 16

Virtual Workshop: Managing Your
Global Public Affairs Function ★ ✚

Nov. 28

Virtual Workshop: Best Practices for
PAC Events ★ ✚

Nov. 29

Webinar: Developing Future Public
Affairs Leaders ★ ▣

Nov. 30

DECEMBER

Webinar: Membership Orientation ▣

Dec. 4

Virtual Workshop: Preparing for Risk
and Crisis in Public Affairs ★ ✚

Dec. 5

Virtual Workshop: Writing for
Advocacy in Public Affairs ★ ✚

Dec. 6

**European Digital Advocacy
Summit**

Dec. 6-7

Webinar: Public Affairs in China ★ ▣

Dec. 12

Virtual Workshop: GOTV for the
Upcoming Election Year ★ ✚

Dec. 12

Compliance Webinar: LDA vs. IRC
Filing Methods ★ ▣

Dec. 13

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