

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
Webinar recordings available at pac.org/webinars

Most of our events are available virtually, see the full listing at pac.org/virtualevents

The Public Affairs Council is an approved CAE provider. Visit pac.org/CAE to view credit eligible programs.

For more information and to register, visit pac.org/upcoming



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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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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2023 EVENTS

Webinar: Membership Orientation

Sept. 11

Virtual Workshop: 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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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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