

2024 EVENTS

JANUARY



Public Affairs Institute ★

Jan. 8-11 | Huntington Beach, Calif.

Webinar: PAC Contribution Criteria 📦 ★

Jan. 17

Virtual Workshop: ESG Reporting Boot Camp + ★

Jan. 18

Webinar: Membership Orientation 📦

Jan. 22

Webinar: Trends in Global Public Affairs 📦 ★

Jan. 23



The Advocacy Conference ★

Jan. 28-31 | Austin, TX

FEBRUARY

Webinar: Public Affairs in the EU 📦 ★

Feb. 6

Webinar: The "S" in ESG 📦 ★

Feb. 7

Webinar: Core Competencies for Public Affairs 📦 ★

Feb. 8

Virtual Workshop: Investor Relations Crash Course + ★

Feb. 13

Virtual Workshop: Establishing Your Government Relations Function + ★

Feb. 21

Webinar: Developing Engaging Virtual Advocate Trainings 📦 ★

Feb. 22

Webinar: Membership Orientation 📦

Feb. 27

MARCH



National PAC Conference ★

March 4-7 | Ft. Lauderdale, FL

Compliance Webinar: LD2's and LD203's 📦 ★

March 13

Webinar: Communicating Public Affairs to Employees 📦 ★

March 14

Webinar: ERGs & Issue Advocacy 📦 ★

March 19

Webinar: Measuring and Communicating Digital Metrics 📦 ★

March 20

Virtual Workshop: Navigating State Capitals During Divided Government + ★

March 21

Virtual Workshop: Impactful DEI Data Practices + ★

March 26

Webinar: Congressional Investigations 📦

March 28

APRIL



Spring Executive Meeting

April 2-3

📦 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/recordings

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



2024 EVENTS

Virtual Workshop: Election Year PAC Prep + ★

April 4

Webinar: Membership Orientation 📍

April 9

Virtual Workshop: Measuring & Communicating the Impact of Your Global Function + ★

April 10

Virtual Workshop: Advancing Equity Through Legislative Affairs + ★

April 10

Virtual Workshop: Digital Advocacy Content Creation + ★

April 11

Virtual Workshop: Effective Advocacy Through Trade Associations + ★

April 16

Webinar: Media Relations 📍 ★

April 18

Virtual Workshop: Communicating to Gen Z & Millennial Stakeholders + ★

April 24

Virtual Workshop: Coordinating State and Federal Government Relations + ★

April 25



Political Compliance Summit ★

April 30

MAY

Webinar: Engaging Gen Z in PAC and Grassroots 📍 ★

May 2

Virtual Workshop: Using Coalitions to Achieve Your Government Relations Goals + ★

May 9

Webinar: Digital PAC Trends 📍 ★

May 14

Webinar: Using Data to Convey Policy Positions 📍 ★

May 15

Webinar: ESG in the States 📍 ★

May 16

Webinar: Membership Orientation 📍

May 20

Virtual Workshop: Communicating the Value of Your PAC + ★

May 21

Virtual Workshop: Crisis Communications + ★

May 22

JUNE

Webinar: Public Affairs in Latin America 📍 ★

June 4

Webinar: Deep Dive - Congressional Tri-Caucus 📍 ★

June 4

Webinar: Training Your Executive for Exceptional External Communications 📍 ★

June 5

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2024 EVENTS

Compliance Webinar: State
Lobbying Rules and
Regulations 📅★

June 6

📅
**Digital Media & Advocacy
Summit** ★

June 10 | Washington, D.C.

Brussels Forum

June 18 | Brussels, Belgium

Brussels Study Tour

June 20-21 | Brussels, Belgium

Virtual Workshop: Leadership Tools
for New or Aspiring Heads of
Office +★

June 25

Virtual Workshop: Fundraisers at
the Local, State and Federal
Levels +★

June 26

Webinar: PAC Raffles, Sweepstakes
and Auctions 📅★

June 27

JULY

Virtual Workshop: Storytelling for
Advocacy +★

July 9

Webinar: Election 2024 - The White
House, Congress and Beyond 📅★

July 10

Virtual Workshop: Managing Global
Risk +★

July 11

Webinar: Membership Orientation 📅

July 16

Virtual Workshop: Creative PAC
Communications & Solicitations +★

July 17

Virtual Workshop: Proving
Government Relations Value in
Dollars & Cents +★

July 24

Virtual Workshop: Corporate
Responsibility Boot Camp +★

July 25

📅
Public Affairs Leadership Summit ★

TBD | Washington, D.C.

AUGUST

Virtual Workshop: Launching a
Grassroots Program +★

Aug. 1

Webinar: Career Transitions Within
the Profession 📅

Aug. 6

Webinar: Certificate Program 📅

Aug. 8

Virtual Workshop: Impactful PAC
Incentives +★

Aug. 13

Virtual Workshop: Integrating Social
Impact & Government Affairs +★

Aug. 14

Webinar: Membership Orientation 📅

Aug. 20

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2024 EVENTS

Virtual Workshop: Website & Email Best Practices for Public Affairs +★

Aug. 21

SEPTEMBER

Webinar: Establishing Direct Giving Programs 📦★

Sept. 5

Virtual Workshop: Building Successful Grasstops, Key Contacts and Ambassador Programs +★

Sept. 10

Virtual Workshop: Stakeholder Pressures & Social Issue Engagement +★

Sept. 11

Webinar: Technology Trends for Global Public Affairs Teams 📦★

Sept. 17

📦
Government Relations & Policy Conference ★

Sept. 25-27 | Washington, D.C.

OCTOBER

Virtual Workshop: Mapping Issues & Engaging with Global Stakeholders +★

+★

Oct. 1

Webinar: Membership Orientation 📦

Oct. 2

Virtual Workshop: Strategic Planning for Public Affairs +★

Oct. 8

Virtual Workshop: Building Inclusive Advocacy Campaigns +★

Oct. 9

Webinar: Advocacy on a Budget 📦★

Oct. 10

📦
Political Compliance Summit ★

Oct. 21

Virtual Workshop: Polling and the Generational Divide +★

Oct. 22

Webinar: Managing Employee Activism 📦★

Oct. 23

📦
Fall Board Meeting

Oct. 28-30

Virtual Workshop: Social Media for Advocacy +★

Oct. 30

NOVEMBER

Webinar: Post-Election Round up: What Happened & What's Next 📦★

Nov. 13

Virtual Workshop: Business & Financial Fundamentals for Public Affairs +★

Nov. 14

Virtual Workshop: Case Studies in Coordinating Local, State & Federal Lobbying +★

Nov. 19

Virtual Workshop: Writing for Public Affairs +★

Nov. 20

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2024 EVENTS

Virtual Workshop: Sustainability for
Global Teams + ★

Nov. 21

Compliance Webinar: LDA vs. IRC
Filing Methods 📦 ★

Dec. 12

DECEMBER

Virtual Workshop: Public Affairs
Boot Camp + ★

Dec. 3

European Digital Advocacy Summit

Dec. 4-5

Virtual Workshop: Association PAC
Intensive + ★

Dec. 4

Virtual Workshop: Corporate PAC
Intensive + ★

Dec. 5

Webinar: Membership Orientation 📦

Dec. 9

STR/DE: A Social Impact Summit ★

Dec. 10 | Washington, D.C.

Webinar: Public Affairs in Asia 📦 ★

Dec. 11

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