

Global Public Affairs in Practice

Transatlantic Campaigns, Insights and Lessons Learned

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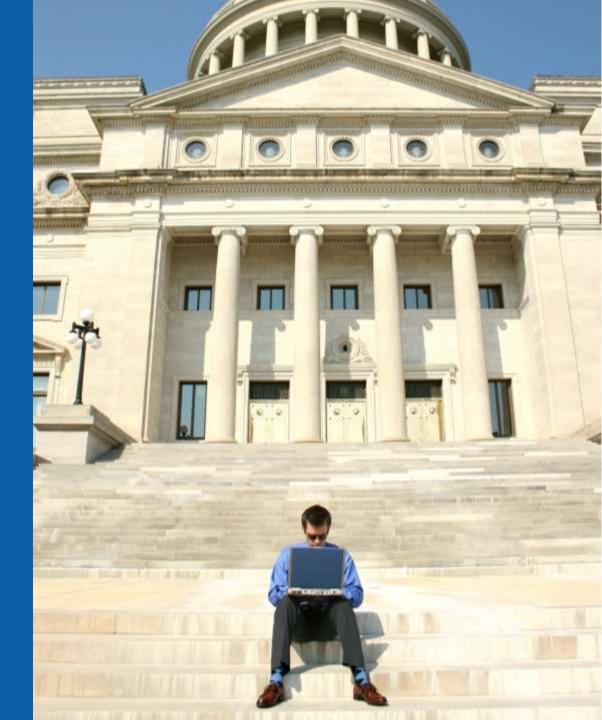
Major Topics We Will Cover Today

- How the practice of public affairs is evolving
- Changing public attitudes and expectations
- Management strategies
- Advocacy strategies
- Communications strategies
- "Best in class" attributes



How Practice of Public Affairs Is Changing

- Growing awareness of how political risk affects business success
- Relationship between reputation risk
 and political risk
- Dealing with negative partisanship
- Greater reliance on digital strategies
- CEOs playing larger role in advocacy
- Companies speaking out on social issues



Evolving Profile of Public Affairs Professionals

- The War for Talent is real
- Free agent mentality
- Remote/hybrid work is here to stay
- Prioritizing interpersonal and writing skills
- Organizations want people with subject matter expertise, management skills/experience, AND strong network of political and policy contacts
- The field of public affairs is more important and more demanding than ever



10 Public Affairs Core Competencies



- 1. Coaching and managing
- 2. Persuasive communication
- 3. Creativity and innovation
- 4. Collaboration and teamwork
- 5. Continuous learning
- 6. Political courage
- 7. Social sensitivity
- 8. Campaigns and strategies
- 9. Achievement orientation
- 10. Complexity orientation



We Are in a World of Trouble





Strategic Planning Environment

- 1. Rising Public Policy Risks
- 2. Shareholder Activism
- 3. Disinformation
- 4. Rising Reputation Risks
- 5. Negative Partisanship
- 6. Lack of Trust in Government and Business
- 7. Changing Expectations for Corporate Engagement



2023 Public Affairs Pulse Survey

- Annual poll of 2,219 adults
- Conducted in Sept. by Morning Consult
- Examines opinions and expectations for business, government and society
- Full report, top lines and cross-tabs available at http://www.pac.org/pulse



Executive Summary

The 2023 Public Affairs Pulse Survey, conducted Sept. 1-3 by Morning Consult, provides an in-depth look at public opinion on issues intersecting business, government and American society. These topics include concerns about the integrity of the 2024 elections, distrust of political news, views about business, and the backlash caused by corporate involvement in social issues.

Just 37% of Americans believed the 2024 elections will be both henest and open to rightful votors, while 43% had serious doubts about honeuty, openness or both, Denocrats were for more approximate, about the legitarup, of the elections than when Republicans or independents.

Nearly two-thirds of the public thought disinformation will be a factor in the outcome of the elections. The two sources of disinformation people were most worked about were social media and the news metia.

Americans were deal acted to rate the credibility of 11 different sources of poblical news and information. As its 2022, the highest-lated source for poblical news was friends and family, and the second highest-rated source was businesses. Note on the trust sould were trade and profixed and association, whilewell by the news media

By a web margin, the Public Survey showed thus Americans considered the Republican Party (2000to the much more probusiness than the Democratic Party (4390, Nevertheless, while Democratis strongly supported corporate efforts to engage politically on social issues, Republicans strongly opposed them. This pattern persisted across 12 different social issues, from race discrimination to attention rights.

The public thus that major comparies will behave ethically rose signify to 51% in 2023. What was noteworthy was that trust levels frail in leve industry sectors improved this past year. The least trusted sectors continued to be pharmacouscal and heads insurance firms, but distruct of those sectors. doctined by 6 and 6 percentage points, respectively.

We have asked the American paths to rank the property of different company funding methods for the path servors and the posting methods with to change. In their place was a candidate specified bis or her own money to fund a campaign, followed by individual contributions, PACs, toper PACs and public financing of electors.

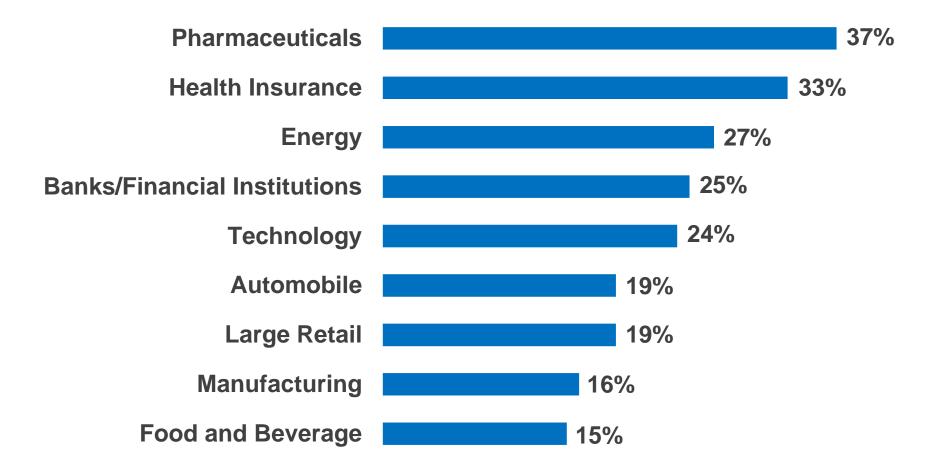
In a quantitien about builancing diertecruit, internist, Trump voters were more fillely to value supporting individual rights rather than the common good, while Scion vestars were more likely to value the common good than individual rights.

Public Athles Council



Which Industries Are Least Trustworthy?

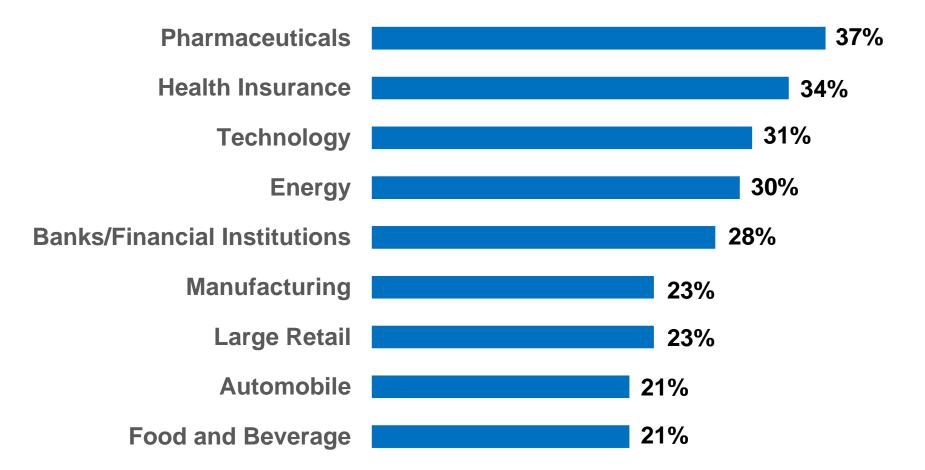
Percentage saying an industry is less trustworthy than average





Who Needs More Oversight?

Percentage saying an industry is under-regulated

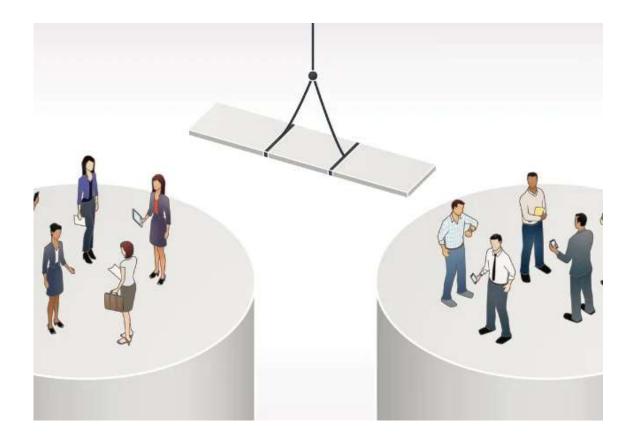




- Collaborate Across Functions
- Use Digital Advocacy Tools
- Engage Members and Employees
- Be Smart about Using External Resources
- Measure and Evaluate



The Value of Collaboration



- Coordinating issues
 management process
- Ensuring that messages are clear and consistent
- Leveraging relationships
- Finding right mix of strategies
- Avoid/prepare for crises

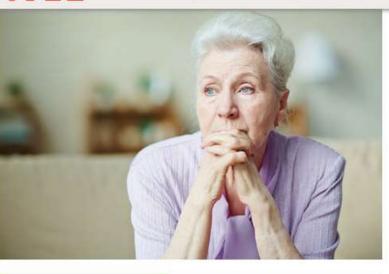


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Tell Congress: I'm counting on you to protect my benefits!





113,013 supporters

JARP

250,000 goal

Medicare is more than a line on a budget balance sheet - millions of Americans rely on Medicare benefits to make ends meet.

Tell your members of Congress to work for the American people by protecting Medicare.

Send your letter right now:

MESSAGE

Personalized messages are especially effective -- please consider explaining why this issue is important to you!

Stand up for your constituents, and oppose any cuts to Medicare

As your constituent, it's important for you to understand what I want to see from my elected officials - and protecting Medicare is at the top of my list.

Medicare isn't just a line on a budget balance sheet -- it's a lifeline for the tens of millions of Americans who rely on it to afford health care and make ends meet.

We've worked hard for our benefits, and it's simply not right to cut them and take away what we've been promised and paid into over our lifetimes.

I am asking you to keep Medicare's promise to the American people, and oppose any bill which would cut Medicare benefits.

Thank you.



CONTACT

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SUBMIT

By taking action you will join AARP's online network and will receive urgent news and action alerts about the issues that matter the most to older Americans, as well as information about AARP activities, events, and member benefits.



Digital Advocacy

Permanent Campaigns

Digital Advocacy

Data Visualization

	Kentucky		
The Impact Of Japanese Automakers In Your State	n synthesis on the second s	Total auto manufacturer investment dollars as of 2019 \$7,962,000,000.00	
	Dealerships	72	
	Dealarship Jobs	4,104	
	OEM Manufacturing Facilities	1	
	DEM Non-Manufacturing Facilities	2	
	DEM Non-Manufacturing Jobs	123	
	OEM Manufacturing Jobs	8,000	
	Japanese Supplier Facilities	68	
	U.S. Supplier Facilities to Japanese Companies	6	
	Vehicles made in this state ⁰	im the U.S.:	



Digital Advocacy Digital Ads Promoting Calls to Action

actnow.io/recovery #RestaurantRecovery





Digital Advocacy

Stakeholder Newsletters for Mobile Devices

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Digital Advocacy Public Policy Podcasts



Browse All Episodes





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- Be Smart about Using External Resources
- Measure and Evaluate



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Tips for Communicators and Advocates

- 1. Tell a story; go back to the basics of storytelling for advocacy
- 2. Find champions who are trusted by your stakeholders.
- 3. Understand how people perceive risk.
- 4. When speaking with an opponent, show respect, listen and find common ground even on non-essential matters.
- 5. Your goal isn't always to convince people you are right, but to move them in the right direction.



Best in Class

- 1. CEO & Senior Management Involvement
- 2. Goal Orientation; Strong Linkage with Business Strategy
- 3. Forward-Thinking People in Leadership
- 4. Well-Developed Issues Management Process
- 5. Proficient & Integrated Public Affairs Activities
- 6. Effective Use of External Resources
- 7. Performance Measurement & Evaluation
- 8. Active Employee Engagement
- 9. Strong External Stakeholder Engagement



Contact Me



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Public Affairs Council

MANAGE YOUR WORLD