

August 22, 2023



Public Affairs
Council

Membership Orientation



Thank you for joining us!

Today's Agenda

- 1. Introduction**
- 2. Resources and Services**
- 3. How to get involved**

Introduce Yourself in the Chat Box

- Name
- Organization
- Location
- One thing you'd like to learn today



Public Affairs Council Profile



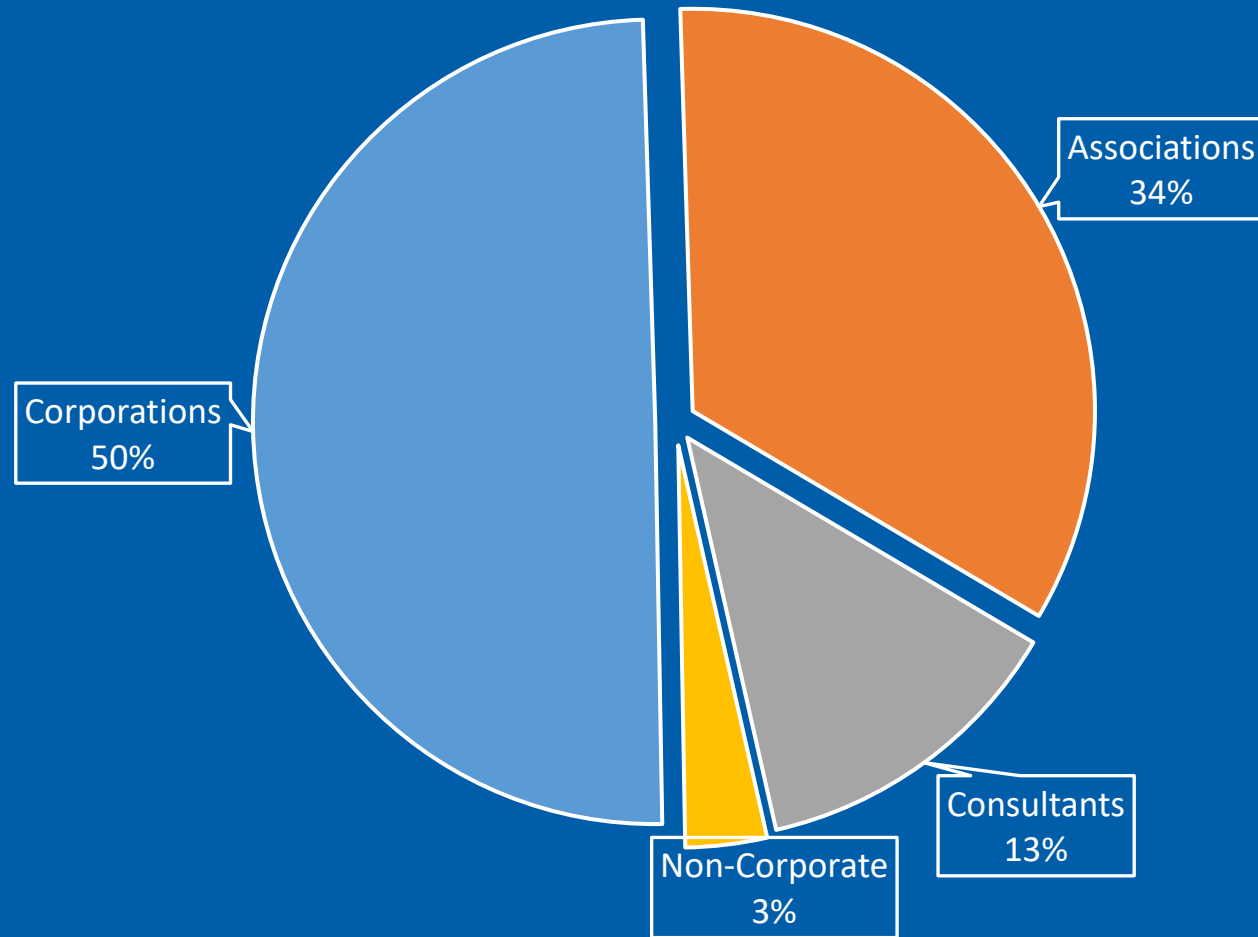
750+ MEMBER ORGANIZATIONS

13,000 PUBLIC AFFAIRS PROFESSIONALS

HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

A Diverse Community



You're in Good Company



Knowledge Areas

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



Access to European Office





Upcoming Events

 <p>EU Policy Insights – Spring Update for PA Professionals</p> <p>Virtual fireside chat 14 September 2022</p>	 <p>Mapping and Engaging with Stakeholders Strategically</p> <p>Training seminar 22 September 2022</p>	 <p>Brussels Public Affairs Forum</p> <p>Leadership in Times of Change</p> <p>In-person Conference 29 September 2022</p>
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Knowledge Areas

- European Union
- Political Developments & Trends
- Public Affairs Management
- Strategic Communication & Digital
- Stakeholders, NGOs, Emerging Topics

Research, Surveys & Resources

 <p>Opening Doors in Brussels</p> <p>Managing Government Affairs in the EU</p>	 <p>10 Things to Remember When WORKING WITH EU COMMISSION STAFF</p> <ol style="list-style-type: none">1. COMPLIANCE2. HIERARCHY3. UNEQUAL PARTNERSHIP4. DIVERSITY5. MOTIVATION6. MINIMIZING RISK7. VISIBILITY8. TRANSPARENCY9. LEGITIMACY10. MESSAGING	 <p>How EU LOBBYING works</p> <p>EU PUBLIC AFFAIRS BY THE NUMBERS</p> <p>EU OFFICIALS: 7202</p> <p>STAKEHOLDERS: 751</p> <p>MINISTERS FROM THE 28 EU MEMBER STATES</p>	 <p>TAPPING INTO THE POWER OF DIGITAL ADVOCACY</p> <p>A Pop Survey by the Public Affairs Council & European Office</p> <p>KEY TAKEAWAYS:</p> <ol style="list-style-type: none">1) Increased investment in digital advocacy2) Digital advocacy is still a key part of the mix3) Digital advocacy is still a key part of the mix4) Digital advocacy is still a key part of the mix
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Manage Your World



Membership Benefits



Expertise



Executive Education



Community



I. Expertise



Staff Experts



Doug Pinkham



Amy Meli



Kristin Brackemyre



Tori Ellington



Anna Platt



Andras Baneth



João Sousa



Alex Donovan



Erica Harris



Laura Brigandi

Legal Guidance

Prominent election law attorney, Ken Gross of Akin Gump Strauss Hauer & Feld, 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*

Congress is on the Line

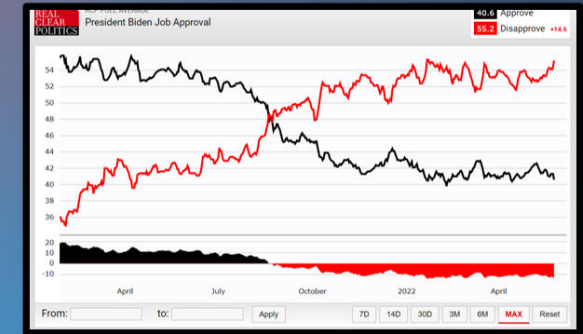
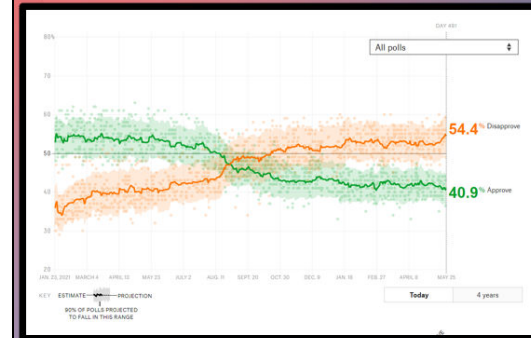
Majority in Both Chambers at Stake

Senate: Republicans need net gain of 1 seat for majority

House: Republicans need net gain of 5 seats for majority



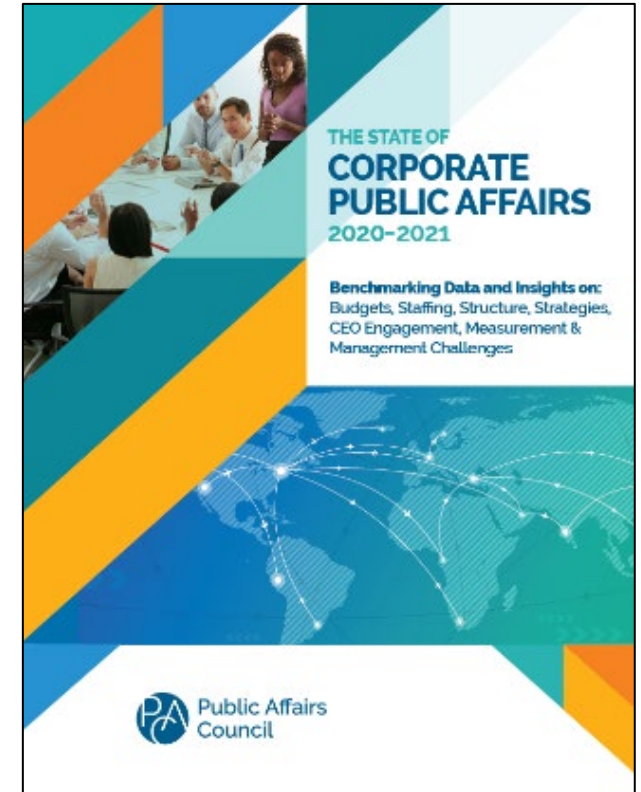
Presidential Approval



Nathan Gonzales
Editor & Publisher
Inside Elections



Research & Benchmarking



Visit pac.org/publications for complete list

2022 Salary Survey



pac.org/2022-salary-surveys

News & Analysis

Media Mentions

The Public Affairs Council in the News


Our research, news and expertise are making headlines. Check out where the Council has been featured.

<h4>The Washington Post</h4> <p>The Early 202: Corporate America under pressure to lobby for same-sex marriage bill</p> <p>By: Theodoric Meyer and Leigh Ann Caldwell 7/21/2022</p> <p>Many corporate PACs updated their guidelines for which lawmakers they'll support after Jan. 6, according to Doug Pinkham, the president of the Public Affairs Council.</p>	<h4>The Hill</h4> <p>Lobbying Hires: Lobbying world</p> <p>By: Karl Evers-Hillstrom 7/13/2022</p> <p>Anna Platt joined the Public Affairs Council as senior manager of government affairs. Platt most recently led membership and advocacy engagement at Research!America and previously served as legislative director for Rep. Anthony Brown (D-Md.).</p>	<h4>Politico Influence</h4> <p>Jobs Report</p> <p>By: Hailey Fuchs 7/8/2022</p> <p>"Anna Platt and Alexander Donovan have joined the Public Affairs Council as senior manager of government relations and public affairs associate, respectively."</p>
<h4>Newsweek Magazine</h4> <p>Facebook, Google Face Regulatory Reckoning That May End Big Tech Dominance</p> <p>By: David Freedman 5/4/2022</p> <p>An October survey conducted by the Public Affairs Council and Morning Consult found that</p>	<h4>Higher Logic Blog</h4> <p>How the Public Affairs Council Doubled Engagement During Member Onboarding</p> <p>By: Beth Arritt 5/4/2022</p> <p>Helen Taylor, digital marketing manager at the Public Affairs Council, joined us on our podcast.</p>	<h4>Axios</h4> <p>Abortion challenges Corporate America's political activism</p> <p>By: Lachlan Markay and Emily Peck 5/8/2022</p> <p>"Disney was a real wake up call for a lot of big companies," said Doug Pinkham, the president of the Public Affairs Council, a Washington-based group that advises companies on political</p>

IMPACT


February 2023

Policy Campaigns Are Personal to Innovation Award Winners



This year's Innovation Award winners put a "human face on the issues they are addressing ... personalizing them in unforgettable ways." Learn more about the winning campaigns from AAA - The Auto Club Group, Community Associations Institute and Feeding America.

Election Impact Video Edition: Nathan Answers Your Questions



STATE GOVERNMENT RELATIONS TEAMS FOCUS ON BRANDING

- Sign Up To Receive Impact
- Upcoming Events and Education
- Who's Who... Where
Check out who's on move and where they're headed

NATIONAL PACCONFERENCE

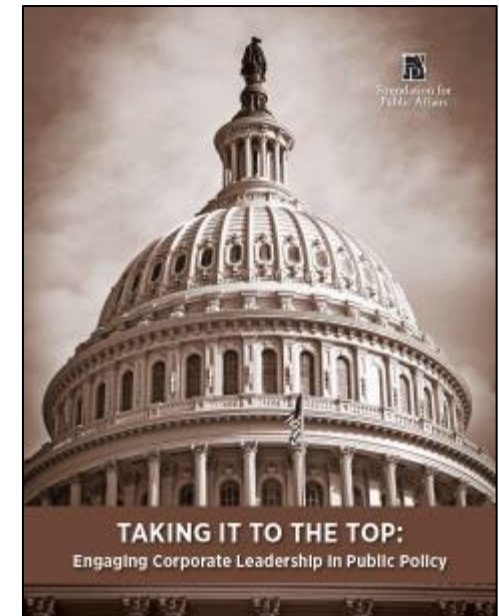
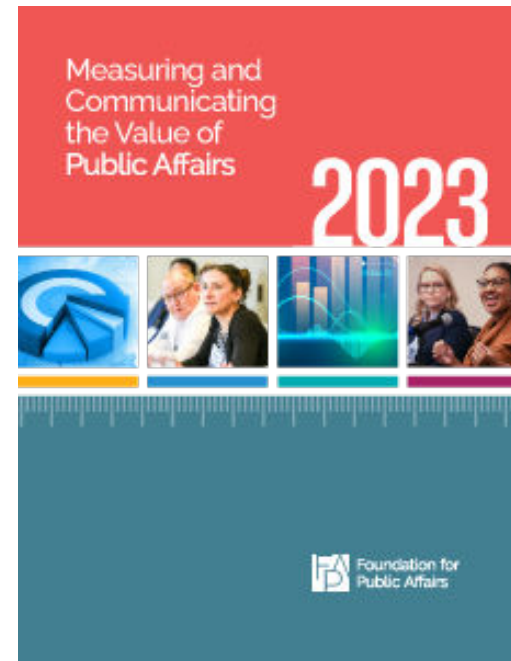
Empowering PACs since 1976

HOGANS FELLOWSHIP

Applications are open for the
LEVERAGE YOUR LEADERSHIP SKILLS
CHANGE THE PROFESSION

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



II. Executive Education



Hallmarks of Council Events

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



Signature Events

Conferences

- Advocacy
- National PAC
- Government Relations & Policy

Summits

- Digital Media & Advocacy
- Public Affairs Leadership
- Political Compliance
- STRIDE: Social Impact

Other Events

- Spring Executive Meeting
- Washington, D.C. Study Tour
- Public Affairs Institute

60+ Webinars (& Recordings) FREE for Members

- 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

Workshops

- Two hours of content on a range of public affairs topics
- In person or livestreamed from our Washington, D.C. office
- Available as recordings to those who registered for the event
- Unlimited, free workshops with Membership Plus+ subscription

100+ Educational Events Annually

pac.org/events

	Length	Format	Recording?	Cost for Council Members
Webinars	1 Hour	Virtual only	Available indefinitely	Free
Workshops	2-3 Hours	In person (selected) & virtual	Available for 3 weeks	\$289-369 or Free with Membership Plus
Signature Events	1-4 Days	In person only	n/a	\$399-\$5,000



Certificate Programs

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



III. Community



Professional Networks

pac.org/networks

- Political Involvement
- International Network
- Social Impact
- Government Relations
- Professional Development

MEMBERSHIP ORIENTATION



Council Connect Online Community

LIBRARY ENTRIES [CREATE ENTRY](#)

- RE: GRASSROOT \$ ADVOCATE TRAINING...**
Posted By Kristin Brackemyre
01-22-2021 09:27
106 ↓ 62 ...
- RE: MOTIVATING GRASSROOT \$ ADVOCATE...**
Posted By Chastity Mitchell
05-20-2021 16:44
103 ↓ 82 ...
- RE: EDUCATING NEW MEMBER \$ "ISSUE 101"**
Posted By Megan Managan
03-14-2022 13:03
100 ↓ 25 ...
- FLY-IN ONE-PAGER \$/ LEAVE BEHIND \$**
Posted By Victoria Ellington
06-17-2022 14:01
99 ↓ 127 ...

[Online Community
pac.org/CouncilConnect](https://pac.org/CouncilConnect)

ASSOCIATION NETWORK
The home for best practices and resource-sharing among association public affairs professionals.
last person joined yesterday
DISCUSSIONS 89 LIBRARIES 26 MEMBERS 385 [JOIN](#)

COMMUNICATIONS COMMUNITY
Your home for best practices and resource-sharing related to digital and policy communications.
last person joined 3 days ago
DISCUSSIONS 46 LIBRARIES 43 MEMBERS 133 [JOIN](#)

GOVERNMENT RELATIONS NETWORK
Your home for best practices and resource-sharing related to state-level government relations.
last person joined yesterday
DISCUSSIONS 136 LIBRARIES 66 MEMBERS 244 [JOIN](#)

HOME COMMUNITY
Your home for all things public affairs.
last person joined 5 days ago
DISCUSSIONS 126 LIBRARIES 172 MEMBERS 104 [JOIN](#)

INTERNATIONAL NETWORK
Your home for best practices and resource-sharing related to international public affairs.
last person joined yesterday
DISCUSSIONS 81 LIBRARIES 49 MEMBERS 449 [JOIN](#)

POLITICAL INVOLVEMENT NETWORK
Your home for best practices and resource-sharing related to PACs, grassroots and political engagement.
last person joined yesterday
DISCUSSIONS 423 LIBRARIES 245 MEMBERS 894 [JOIN](#)

PROFESSIONAL DEVELOPMENT NETWORK
The home for best practices and networking among emerging leaders in the field of public affairs.
last person joined yesterday
DISCUSSIONS 4 LIBRARIES 16 MEMBERS 424 [JOIN](#)

SOCIAL IMPACT NETWORK
Your home for best practices and resource-sharing related to ESG, social impact and corporate social responsibility.
last person joined yesterday
DISCUSSIONS 44 LIBRARIES 50 MEMBERS 306 [JOIN](#)



Accessing the Members-only Portal

My Events

If your employer is an active member and signed up for the Membership Plus package, many of the workshops we offer will be of no charge to you. Please check your status in the My Profile section to the left. If you would like to learn more about the Membership Plus package, please contact membershipplus@pac.org.

All Events ▾

	Event Name	Event Start Date
Eligible	2023 Hybrid Workshop: Federal Appropriations vs. Federal Budget 101	03/08/2023
	2023 Virtual Workshop: Project Management Essentials	03/16/2023
	2023 Virtual Workshop: Implementing Successful Social Issue Frameworks	05/16/2023
	2023 Webinar: Political Transparency Spotlight: Understanding the CPA Zicklin Index	05/31/2023
	2023 Webinar: Public Affairs in Russia and its neighborhood	10/19/2023

[SEE FULL LIST OF EVENTS](#)

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](#)

Communication Preferences

Category : Email - General [Hide](#) Opt Out of all Email - General

Subcategory	Opt Out
Corp Social Responsibility	<input type="checkbox"/> Opt Out
Federal Government Relations	<input type="checkbox"/> Opt Out
Grassroots	<input type="checkbox"/> Opt Out
International	<input type="checkbox"/> Opt Out
PAC	<input type="checkbox"/> Opt Out
Public Affairs Communications	<input type="checkbox"/> Opt Out
Public Affairs Mgmt / General	<input type="checkbox"/> Opt Out
State & Local Gov't Relations	<input type="checkbox"/> Opt Out

Category : Email - Newsletter [Hide](#) Opt Out of all Email - Newsletter

Subcategory	Opt Out
Impact Monthly (Electronic)	<input type="checkbox"/> Opt Out

Category : Network Correspondence [Hide](#) Opt Out of all Network Correspondence

Subcategory	Opt Out
Association Network	<input type="checkbox"/> Opt Out
CSR Network	<input type="checkbox"/> Opt Out
International Network	<input type="checkbox"/> Opt Out
Political Involvement Network	<input type="checkbox"/> Opt Out
SGR Network	<input type="checkbox"/> Opt Out

Exclude me from all communications

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[Portal](#)
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Social Media

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Jobs Page

pac.org/jobs

Career Resources



Career Resources
For Job Seekers

Thoughtfully planning your career is key to success in public affairs in 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 Menu

- Access to Diverse & Resources
- Unleash and Develops Creativity
- Supports and sustains a healthy industry


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Free Webinar for Members

Jobs

- Find a Job
- Post a Job
- Career Resources
- 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 nonpartisan 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, Rappi, Barton and Navigant North offices. We are an equal opportunity employer.

Career Opportunities with the Council

- [Program Coordinator](#)
- [Program Assistant](#)

Council Membership Menu

- Access to Diverse & Resources
- Unleash and Develops Creativity
- Opportunities to Grow your Network

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Free Webinar for Members

Jobs

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

Get Involved Today

pac.org/engagement



Expertise

- Download resources at Council Connect
- Get to know our staff experts



Executive Education

- Sign up for an event
- Enroll in a certificate program



Community

- Ask a question on Council Connect
- Join a professional network

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