

MEMBER SHIP

MANAGE YOUR
WORLD



Public Affairs
Council

WELCOME

TO **YOUR** COMMUNITY

At the Public Affairs Council, **our job** is to help you do **your job** better.



A strong public affairs function allows companies and nonprofits to manage their risk and create opportunities. We bring together the best minds in government affairs, issues management and public policy to provide strategic intelligence and competitive advantage that help your organization and team thrive.

When you become a member of the Council, you are joining a unique community of over 750 leading companies and nonprofits representing more than 13,000 public affairs professionals from around the globe.

Council members have access to staff expertise, legal guidance, the profession's leading executive education, certification programs, professional communities, customized training, benchmarking, research and more.

EXPERTISE

You'll see the greatest return on your membership investment through the customized advice we provide to you and your team.

"Public affairs executives are being asked to show the value of their work in real, impactful terms. The Council's research and expertise provide compelling trends that help us stay ahead of an evolving value proposition. This is what sets the Council apart for us."

Greg Crist

*Chief Advocacy Officer & Head of External Affairs,
Advanced Medical Technology Association*

— Focused on **Your Needs**

You'll find experts who understand not only public policy, but also how it relates to every management function. In addition to our deep knowledge of best practices, we have unique expertise in measurement, benchmarking and strategic planning.

— Your Questions **Answered**

We've got you covered. Our staff experts will share sample plans and materials, offer advice, review your communications and connect you with peers who have faced similar challenges.

— Free **Legal Guidance**

Prominent election law attorney Ken Gross of Akin will answer your questions on campaign finance laws, lobbying compliance, ethics rules and other legal issues.

— **Leading Research and Benchmarking**

Members receive intelligence on trends and best practices in the field. Our annual Public Affairs Pulse survey provides polling data on the relationship between business and society. You'll also have access to studies on fostering stakeholder engagement, building a global public affairs function and engaging corporate leaders in public policy. The State of Corporate Public Affairs survey is the premier source of data on public affairs strategies, budgets and management.

EXPERTISE BY TOPIC AREA

Whatever areas of public affairs you work in, we have the tips, resources, research and advice to help you do your job even better.



SOCIAL IMPACT



GRASSROOTS AND
DIGITAL ADVOCACY



GRASSROOTS



GOVERNMENT
RELATIONS



GLOBAL
PUBLIC AFFAIRS



PACS AND POLITICAL
ENGAGEMENT



PUBLIC AFFAIRS
MANAGEMENT



STRATEGIC
COMMUNICATIONS

EDUCATION

The Public Affairs Council sponsors the profession's most comprehensive and highest-rated executive education programs.



COUNCIL EDUCATION MEANS:

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

Over 100 Education Offerings Annually

From small workshops and customized trainings to large conferences and webinars, the Council has a remarkable breadth of learning opportunities. Members have access to over 20 free annual webinars and hundreds of free recordings from our webinar library.

Where You Are and Where You're Going

The Council's workshops and conferences are offered in Washington, D.C., other major U.S. regions and virtually. We also offer seminars, roundtables, customized training and conferences in Brussels and other European cities.

Something for Everyone on Your Team

Emerging and mid-level professionals benefit from our training seminars and skill-building sessions at conferences, as well as our certificate programs in either Public Affairs Management, Government Relations and Lobbying or PAC and Grassroots Management. Senior executives take part in our leadership forums and dialogues, including discussion of major political, social and economic trends at our Spring Executive Conference and the acclaimed Public Affairs Institute.

Industry-Leading Signature Events

At these must-attend gatherings, you'll be exposed to renowned speakers, timely topics and world-class networking.

- The Advocacy Conference
- National PAC Conference
- Government Relations and Policy Conference
- Digital Media and Advocacy
- STRIDE - A Social Impact Summit
- Public Affairs Institute
- Spring Executive Conference
- Masterclass Series

Train Your Entire Organization with Membership Plus

This optional program gives your entire organization access to over 45 Council workshops for a flat annual fee. You'll save thousands of dollars in registration fees, while providing streamlined access to top-notch professional development opportunities.

COMMUNITY

YOU'VE FOUND YOUR PEOPLE.

Welcome to the premier business network for public affairs professionals. This is where connections are made — to people, new information and good ideas. Whatever your challenge, you'll find peers and resources to help you tackle it.

Many associations maintain complex committee structures. At the Public Affairs Council, we build members-only networks that connect you with other professionals that have similar interests and goals. Community members exchange strategic insights, have exclusive access to special events and speakers, receive newsletters and alerts focused on their needs, and participate in social gatherings.

OUR COMMUNITIES:

- **Government Relations**
- **International**
- **Political Involvement**



A Place for Leaders

The Council provides opportunities and information for established leaders and those beginning their leadership path. Council advisory committees for signature events give members opportunities to share expertise that helps drive programming. At the most senior level, the Council's Board of Directors brings together more than 180 top executives to discuss emerging issues and trends, and provide strategic guidance.

24/7 Idea Exchange Online and In-Person

The Council's online community, called Council Connect, is a place where members can go to get resources, ask questions, and share ideas and solutions with peers and friends. Our numerous in-person and virtual conferences, workshops and networking events provide access to the best minds in the business.

MEMBER BENEFITS AT A GLANCE

- **Engage at Council Events**
Learn best practices from leaders in the field
pac.org/events
- **Access Expertise**
Council staff experts can answer all your public affairs questions
pac.org/experts
- **Keep on the Right Side of the Law**
Access legal guidance from a renowned election law attorney
pac.org/legalguidance
- **Stay in the Know**
Download political intelligence from a leading election analyst
pac.org/Nathan
- **Benchmark Your Program**
See how your public affairs program measures up
pac.org/benchmarking
- **Prepare for the Next Level of Your Career**
Continue your learning with a Council certificate
pac.org/certificate
- **Connect with Peers**
Share ideas in members-only interest-based groups
pac.org/community
- **Share, Learn & Grow on Council Connect**
Download resources or ask a question on our members-only platform
community.pac.org
- **Advance Your Career**
Negotiate a raise using our salary survey or visit the Jobs Page to find a new role
pac.org/salary
pac.org/jobs
- **Go Global**
Connect your international colleagues to our Brussels office
pac.org/Europe

Start Here
pac.org/start

JOIN TODAY!

Are you ready to advance your career and your organization's public affairs program by tapping into the Council's unparalleled expertise, education programs and communities?

VISIT

pac.org/join to learn more and complete an application

CALL

202.787.5950

EMAIL

membership@pac.org

13,000+

PUBLIC AFFAIRS
PROFESSIONALS

750+

MEMBER ORGANIZATIONS

7

OF THE FORTUNE
TOP 10 COMPANIES

HEADQUARTERS IN

WASHINGTON & BRUSSELS

MEMBERS FROM MORE THAN

25 COUNTRIES



2121 K Street NW, Suite 900, Washington, D.C. 20037

pac.org