



Public Affairs
Council

Public Affairs Council

Certificate Program



Public Affairs
Management

PAC and Grassroots
Management

Government Relations
and Lobbying

pac.org/certificate

The path forward starts *here.*

Earning a Certificate from the Council demonstrates the commitment you've made to developing as a public affairs professional.

We offer three certificate programs to strengthen your expertise and prepare you for the next level of your career. The programs follow rigorous curricula focused on building core knowledge, developing strategic skills and engaging in community involvement.

"The professional development I received through the certificate program has made me a more strategic thinker and has helped position me for career advancement."

— Michelle Erbeyi, 2022 Certificate in Public Affairs Management Graduate






Learn more at pac.org/certificate

Certificate in PAC and Grassroots Management

Developed for advocacy professionals, this certificate program strengthens your understanding of two critical components of any political program: political action committees and grassroots advocacy.

You can choose to specialize in either PAC or grassroots management, but there is also the option to add a second specialization upon completion of the certificate.

Participants will earn 25 credits in the following areas:

 PAC or grassroots specialization	15 credits
 Compliance management	5 credits
 Community engagement	5 credits <i>(up to 7 credits)</i>



Learn more at pac.org/certificate/pacgr

Certificate in Public Affairs Management

Designed for current and rising leaders in public affairs, this certificate program will strengthen your knowledge of public affairs management and develop the skills to lead an integrated and strategic public affairs function.

Participants will earn 30 credits in the following areas:

 Core public affairs management topics	12 credits
 Integration and leadership electives	8 credits
 Leadership in the public affairs community	7 credits
 Compliance management	3 credits



To apply for the Certificate in Public Affairs Management program, individuals must have a minimum of seven years of experience.

Learn more at pac.org/certificate/pa

Certificate in Government Relations and Lobbying

Crafted for lobbyists or government relations professionals, this certificate program includes intensive training on the core components of working with policymakers and stakeholders. You'll enhance your understanding of the strategies needed to influence policy and rise as a leader in the field.

Participants will earn 25 credits in the following areas:

 Core government relations and lobbying strategies	16 credits
 Leadership and engagement in the government relations community	5 credits
 Compliance management	4 credits



Learn more at pac.org/certificate/grl

A \$199 administrative fee will be applied to all accepted certificate applications.

Programs attended up to one month prior to the application date count toward your credits.

"It [the certificate program] expanded my network, which is invaluable. Nearly all the opportunities I have received professionally came from my network and this community – from invitations for speaking on panels and volunteering on task forces, to actual job interviews and references."

— **Ethan Easterwood**, 2022 Certificate in PAC and Grassroots Management Graduate



Learn more at pac.org/certificate