

2025 EVENTS

JANUARY

Public Affairs Institute ★
Jan. 6-9 | Huntington Beach, Calif.

Virtual Workshop: Meet the New Congress ★+
Jan. 9

Membership Orientation ☒
Jan. 13

Webinar: Regulatory Advocacy ★☒
Jan. 14

Webinar: Data Management for PACs ★☒
Jan. 22

Webinar: 2025 Trends for Global Public Affairs ★☒
Jan. 23

Virtual Workshop: Building Your Communications Strategy in 2025 ★+
Jan. 28

FEBRUARY

The Advocacy Conference ★
Feb. 2-5 | Fort Lauderdale, Florida

Virtual Workshop: Communications That Build Trust Through Transparency ★+
Feb. 11

Virtual Workshop: U.S. House Procedure Boot Camp ★+
Feb. 12

Virtual Workshop: International Corporate Diplomacy - Building and Managing a Global Reputation ★+
Feb. 18

Webinar: Data Visualization ★☒
Feb. 19

Webinar: Training Your Executive for First-Rate External Communications ★☒
Feb. 20

National PAC Conference ★
Feb. 23-26 | Austin, Texas

MARCH

Webinar: Sustainable Procurement and Ethical Sourcing Strategies ★☒
March 4

Virtual Workshop: U.S. Senate Procedure Boot Camp ★+
March 5

Webinar: Public Affairs in the European Union ★☒
March 11

Membership Orientation ☒
March 11

Virtual Workshop: Communicating to Audiences Under 40 ★+
March 12

Virtual Workshop: Digital Advertising and Paid Media ★+
March 13

Webinar: Communicating Public Affairs Issues to Your Employees ★☒
March 18

Webinar: The 2025 State Legislature Landscape ★☒
March 20

☒ 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

2025 EVENTS

Virtual Workshop: Optimizing PAC Boards & Governance ★+

March 25

Compliance Webinar: LD2's and LD203's ★

March 27

APRIL

Virtual Workshop: Measuring and Communicating the Value of Global Public Affairs Internally ★

April 3

Virtual Workshop: Greenwashing Uncovered - How to Build Trust with Gen Z ★

April 8

Virtual Workshop: Using AI for Advocacy ★

April 9

Political Compliance Summit ★

April 10

Virtual Workshop: Using Data for Reputation Management and Outreach

April 15

Webinar: Trends in Local Government Relations ★

April 16

Webinar: Perfecting the PAC Pitch ★

April 17

Spring Executive Meeting

April 23-24 | Washington, D.C.

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

April 24

Webinar: Gen Z's Impact on Sustainable Consumption and Brand Accountability ★

April 29

Virtual Workshop: Communicating in a Crisis ★+

April 30

MAY

Webinar: Employee Engagement in Social Impact ★

May 7

Virtual Workshop: Media Relations ★+

May 13

Virtual Workshop: Understanding and Analyzing Congressional Bill Text in a Post-Chevron World ★+

May 14

Compliance Webinar: PAC Audits ★

May 15

Membership Orientation

May 20

Virtual Workshop: In-District Advocacy - Meetings, Site Visits, and More ★+

May 21

Virtual Workshop: Managing Global Coalitions and Partnerships ★+

May 22

Virtual Workshop: Building Relationships with the State Executive Branch ★+

May 29

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2025 EVENTS

JUNE

Virtual Workshop: Managing & Growing Your Political Affairs Function ★+

June 4

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Digital Media & Advocacy Summit ★

June TBD

Compliance Webinar: State Lobbying Rules and Regulations ★📌

June 12

Webinar: Investor Relations Fundamentals ★📌

June 17

Virtual Workshop: Great Tools for Measuring Social Impact ★+

June 24

Virtual Workshop: Tips and Techniques for High-Impact Lobbying ★+

June 25

Webinar: Op-Eds and Earned Media ★📌

June 26

JULY

Virtual Workshop: PAC Management Bootcamp ★+

July 9

Virtual Workshop: Artificial Intelligence for Global Public Affairs ★+

July 10

Membership Orientation 📌

July 15

Virtual Workshop: Launching a Grassroots Program ★+

July 16

Virtual Workshop: Video and Social Media Fundamentals ★+

July 22

Virtual Workshop: Managing Contract Lobbyists and Consultants ★+

July 24

AUGUST

Virtual Workshop: PAC Education & Fundraising ★+

Aug. 12

Webinar: Responding to Social or Political Issues ★📌

Aug. 14

Virtual Workshop: How to Mitigate and Manage Reputational Risk ★+

Aug. 20

Virtual Workshop: Work From Home Bootcamp ★+

Aug. 21

SEPTEMBER

Webinar: Public Affairs in India and Southeast Asia ★📌

Sept. 4

Virtual Workshop: Leveraging AI for Social Impact and Public Service ★+

Sept. 9

Virtual Workshop: Social Media for Advocacy ★+

Sept. 11

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2025 EVENTS

Membership Orientation

Sept. 15

Government Relations & Policy Conference

Sept. TBD

Virtual Workshop: PAC Charitable Match Programs

Sept. 30

OCTOBER

Public Affairs Study Tour

Oct. 8-10 | Washington, D.C.

Webinar: Public Affairs in the Middle East

Oct. 15

Virtual Workshop: Writing for Public Affairs

Oct. 16

Membership Orientation

Oct. 20

Webinar: Insights & Trends from the 2025 PAC Benchmarking Reports

Oct. 21

Political Compliance Summit

Oct. 23

Fall Board Meeting

Oct. 27-29

Virtual Workshop: Measuring and Communicating the Value of Government Relations

Oct. 29

NOVEMBER

Virtual Workshop: Storytelling for Advocacy

Nov. 5

Virtual Workshop: Crafting Your Message Using AI

Nov. 6

Virtual Workshop: Communicating the PAC to Changing Workforces

Nov. 13

STR/DE: A Social Impact Summit

Fall TBD

Global Public Affairs Masterclass

Nov. 20

DECEMBER

Webinar: Gamifying Your Advocacy Program

Dec. 3

Webinar: Public Affairs in Asia

Dec. 4

Membership Orientation

Dec. 8

Virtual Workshop: Business and Financial Communications Crash Course

Dec. 9

Compliance Webinar: Complying with the LDA

Dec. 10

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