

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 ★+

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

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

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

Virtual Workshop: Optimizing PAC Boards & Governance ★+

March 25

Compliance Webinar: LD2's and LD203's ★ 📍

March 27

APRIL

Webinar: Diverse Procurement Strategies ★ 📍

April 1

📍 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: Measuring and Communicating the Value of Global Public Affairs Internally ★ 📺

April 3

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

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

April 22

Spring Executive Conference

April 23-24 | Washington, D.C.

Virtual Workshop: Communicating in a Crisis ★ +

April 30

MAY

Webinar: Employee Engagement in Social Impact ★ 📺

May 7

Virtual Workshop: Managing a Global Reputation Through Corporate Diplomacy ★ +

May 8

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

JUNE

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

June 4

Webinar: Investor Relations Fundamentals ★ 📺

June 10

Compliance Webinar: State Lobbying Rules and Regulations ★ 📺

June 12

📺 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

Digital Media & Advocacy Summit ★

June 17 | Washington, D.C.

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

Webinar: What's Next for the US, Canada and Mexico ★

July 29

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

Government Relations & Policy Conference ★

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

Virtual Workshop: Social Media for Advocacy ★+

Sept. 11

Membership Orientation

Sept. 15

Virtual Workshop: PAC Charitable Match Programs ★+

Sept. 30

OCTOBER

Public Affairs Study Tour ★

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

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

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. 29-30

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 ★

November 18

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

📅 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

