

July 15, 2025



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



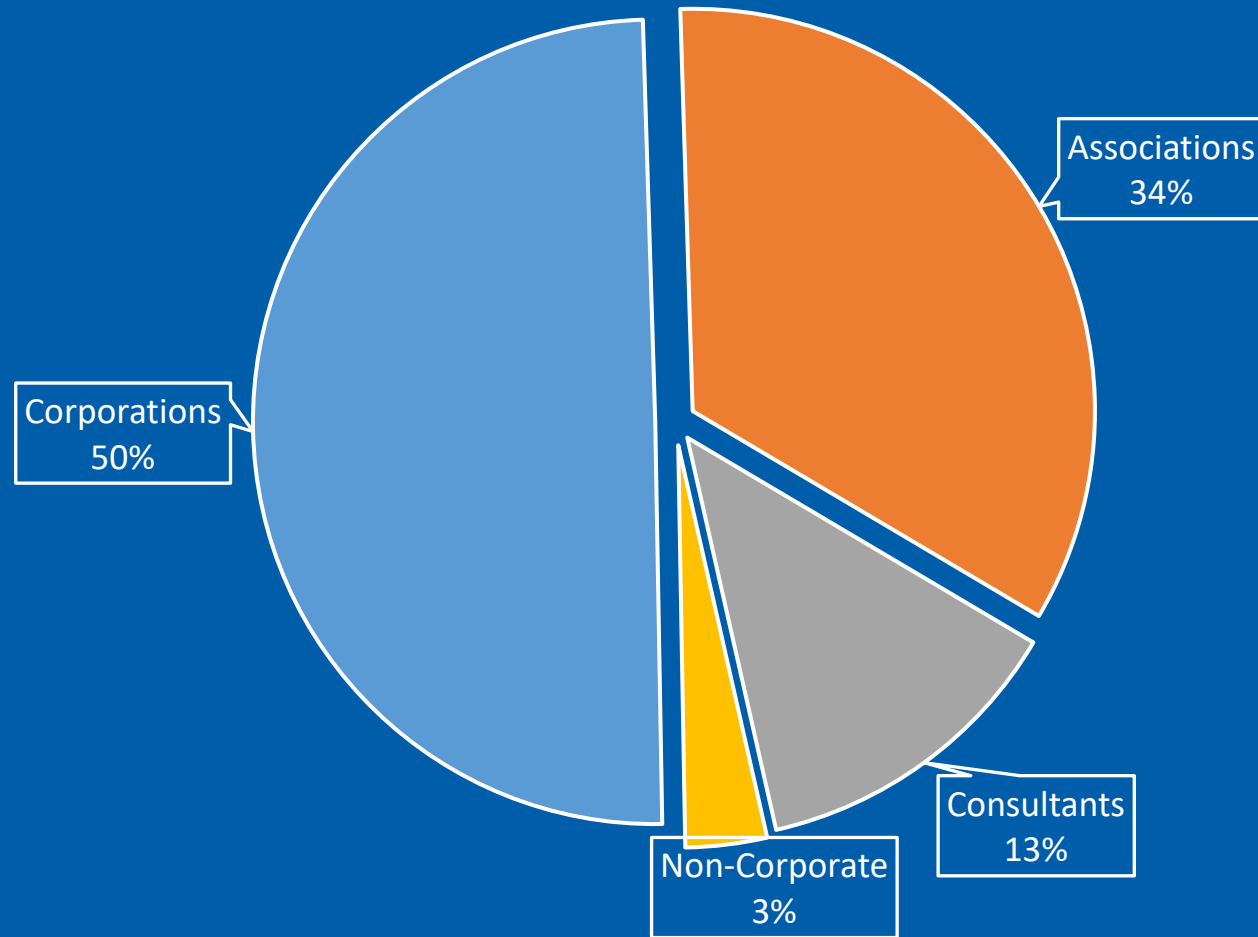
750+ MEMBER ORGANIZATIONS

14,000 PUBLIC AFFAIRS PROFESSIONALS

HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

A Diverse Community



You're in Good Company

LVMH



Public Affairs 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



News & Research



Knowledge Areas

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

Manage Your World



Membership Benefits



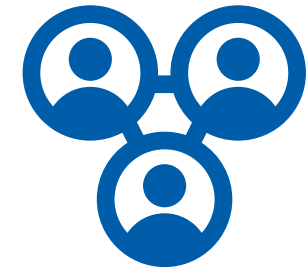
Expertise



Executive Education



Community



I. Expertise



Staff Experts



Nneka Chiazor



Kristin Brackemyre



Anna Platt



João Sousa



Inês Reis



Laura Brigandi



Alex Donovan

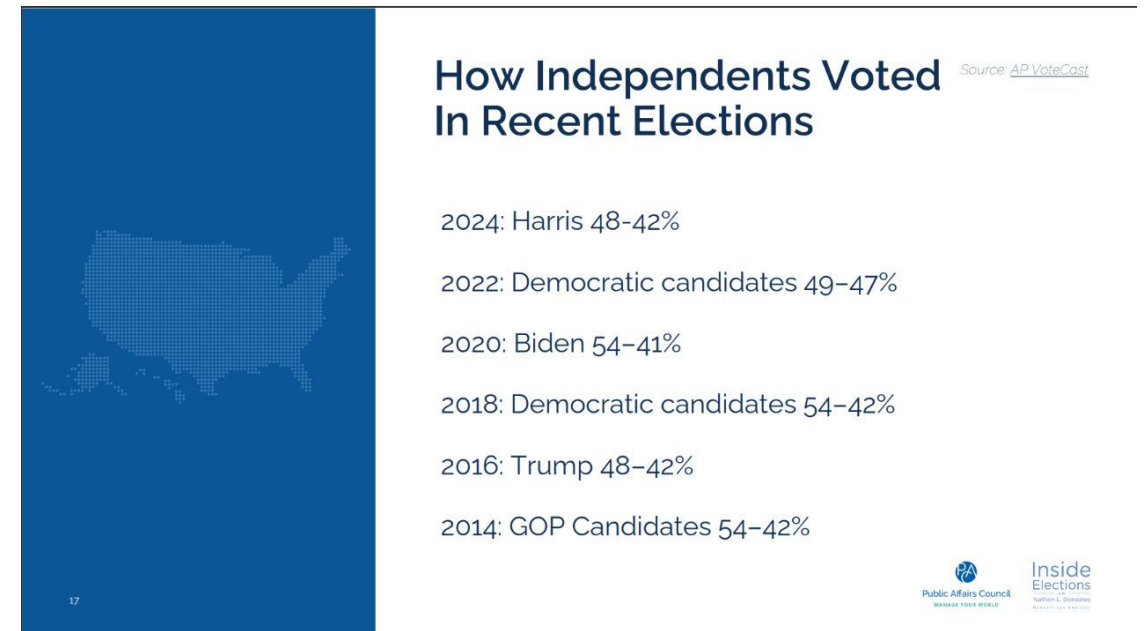
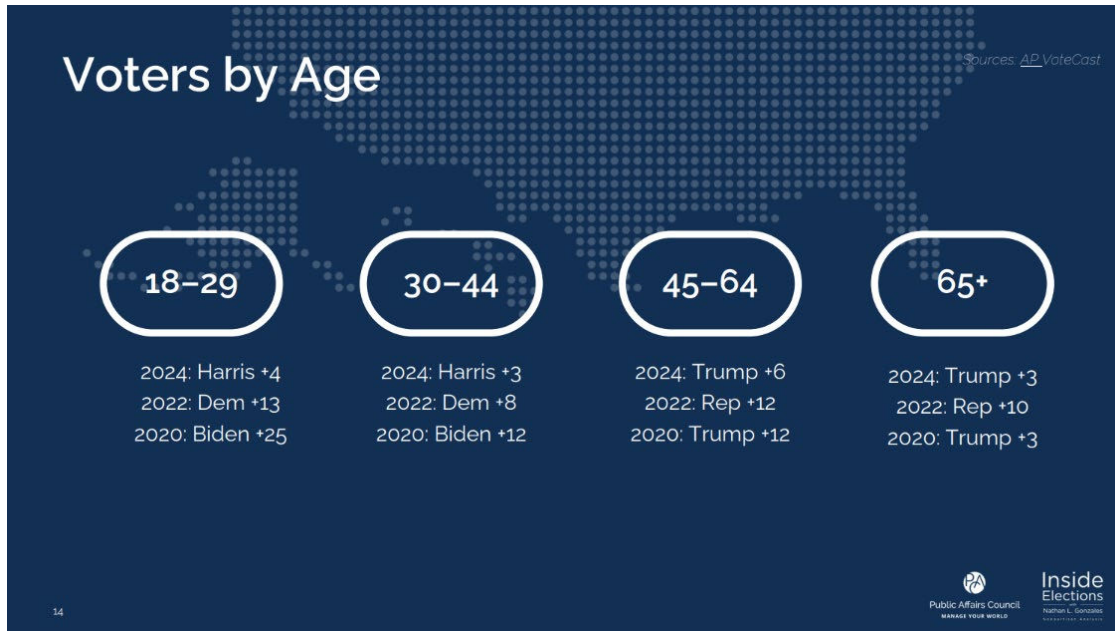
Legal Guidance

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*



Nathan Gonzales
Editor & Publisher
Inside Elections

Research, Benchmarking, & Surveys



Visit pac.org/publications for complete list

News & Analysis

News

Get insights on current public affairs trends and Council updates. [View all.](#)



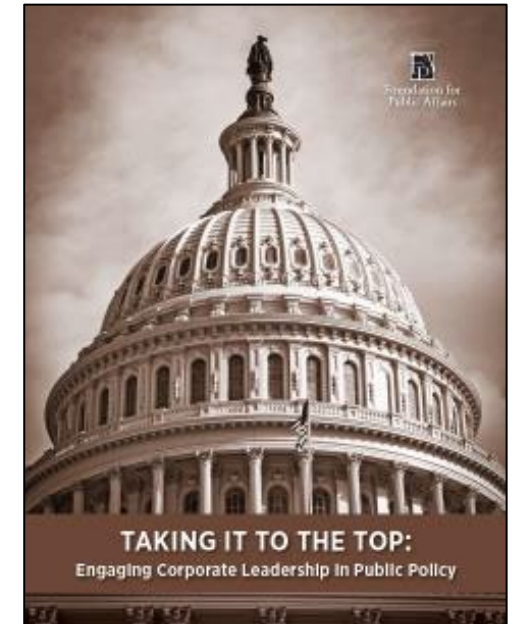
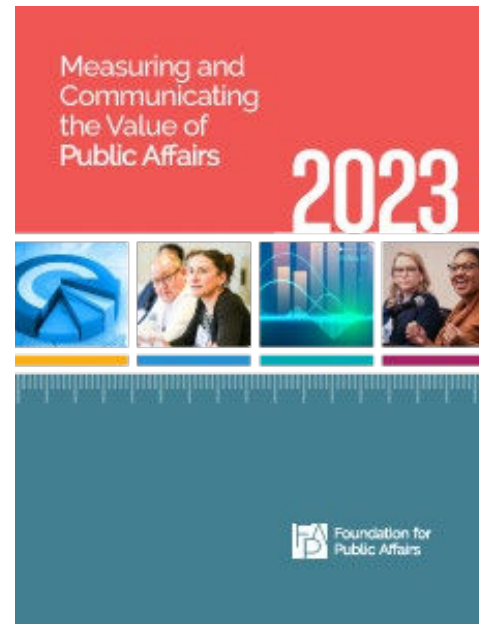
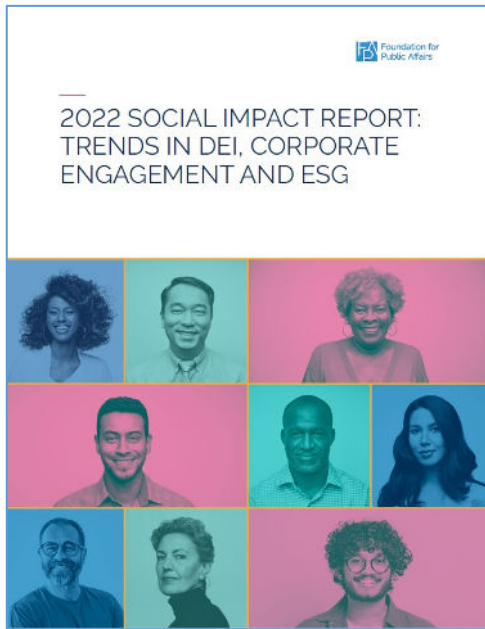
Impact Articles

In-depth articles in the public affairs field. [View all.](#)



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



Foundation Fellows

Foundation for Public Affairs' signature program focused on the retention and advancement of emerging leaders in the public affairs 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
- Wide variety of public affairs topics—US & EU



Webinars (Live & Recorded)

- One-hour virtual sessions on a variety of public affairs areas
- Free for Council members
- Available live or via recording
 - Upcoming webinars: pac.org/webinars
 - 150+ On-demand recordings: pac.org/recordings

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
- Details at pac.org/workshops and pac.org/plus

Signature Events

pac.org/signature

Conferences

- Advocacy
- Government Relations & Policy
- Political Action Committee
- Spring Executive

Summits

- Digital Media & Advocacy
 - US & EU
- Political Compliance
- Public Affairs Leadership
- STR/DE: Social Impact

Other Events

- Study Tour—D.C. & EU
- Public Affairs Institute

130+ 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	\$339-419 or Free with Membership Plus
Signature Events	1-4 Days	In person only	n/a	\$595-\$5,500

Find Events that Meet Your Needs

pac.org/events

Search Upcoming Events

SUBJECT

Event Format

Certificate Eligible

Search by Title



Past Events

SUBJECT

PUBLIC AFFAIRS MANAGEMENT (13)

COMMUNICATIONS (12)

GOVERNMENT RELATIONS (9)

GLOBAL (8)

PAC & POLITICAL ENGAGEMENT (7)

EUROPE (6)

GRASSROOTS & DIGITAL ADVOCACY (6)

SOCIAL IMPACT (2)



Camp



Webinar, Conference

Training Seminar: Advanced Data Analytics for Public Affairs

July 9, 2025



Virtual Workshop

Artificial Intelligence for Global Public Affairs

July 10, 2025



Webinar

Membership Orientation

July 15, 2025



Launching a Grassroots Program

July 16, 2025



Virtual Workshop

Video and Social Media Fundamentals

July 22, 2025



Virtual Workshop

Managing Contract Lobbyists and Consultants

July 24, 2025



Conference

Public Affairs Leadership Summit

July 29, 2025

UPCOMING CONFERENCE



GOVERNMENT RELATIONS & POLICY CONFERENCE

September 8-10, 2025
Yours Truly Hotel, Washington, D.C.

DC Study Tour: October 8 – 10th, 2025



Certificate Programs

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

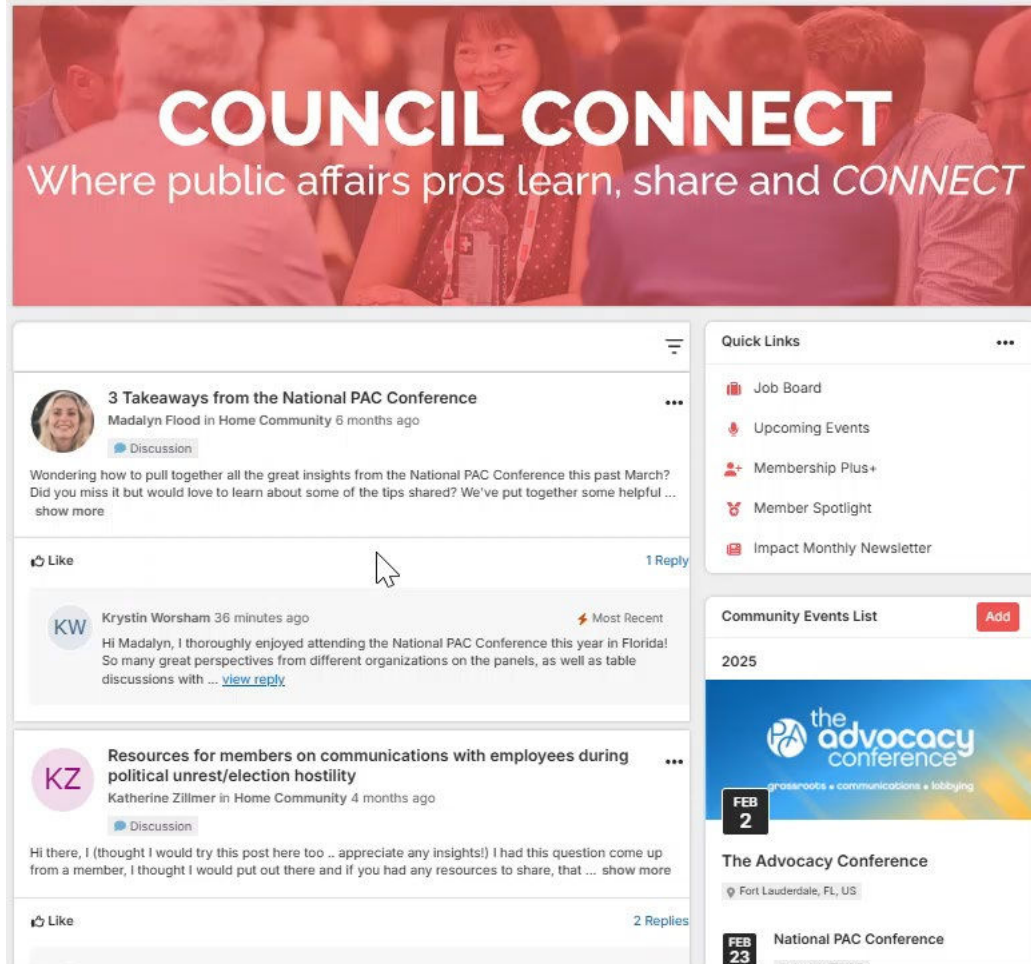


III. Community



Council Connect

community.pac.org

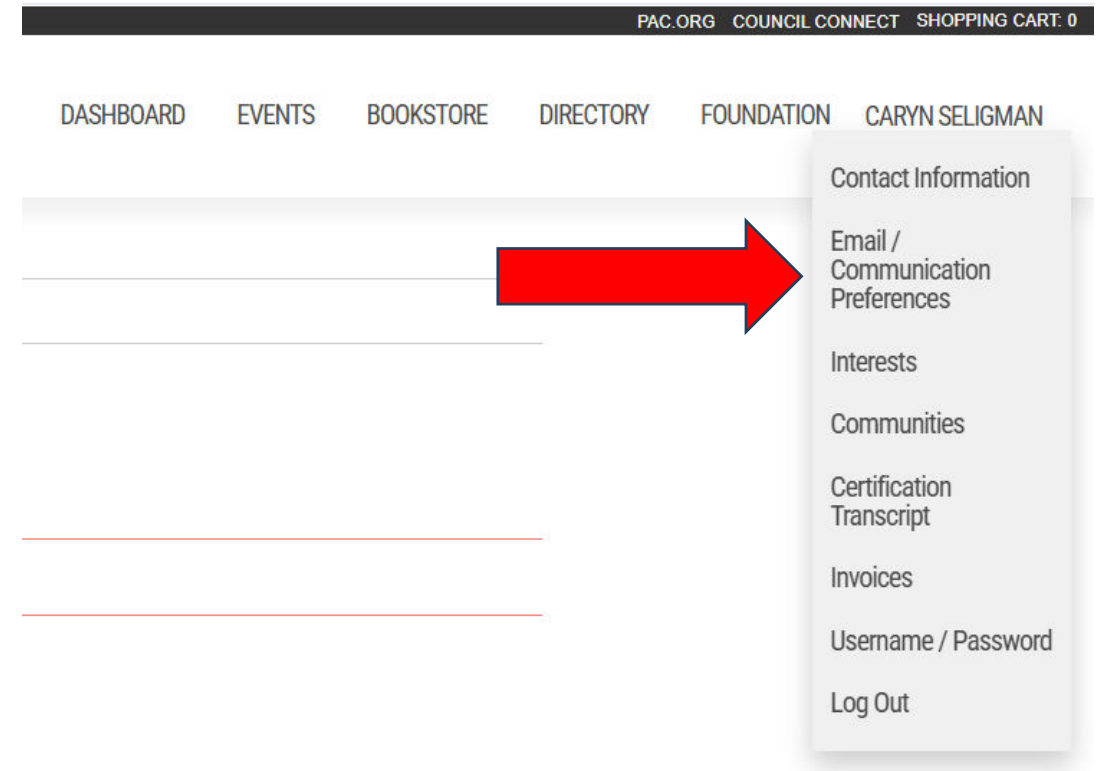


- Members-only online community
- Pose questions
 - Discuss challenges
 - Share resources
 - Download free webinar recordings
 - Join public affairs communities

Accessing the Council Customer Portal

pac.org/login

- Register for events
- Download publications
- Browse member directory
- Join a public affairs community
- Access invoices
- View certificate transcript



Social Media

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Jobs Page

pac.org/jobs

Search Jobs

Category



Location



Search by Title



Social Media and Digital Communications Manager

Information Technology Industry Council (ITI)

Washington, DC

Jul 07

Director of Government Affairs

Information Technology and Innovation Council (ITIC)

Washington, DC

Jul 07

Senior Attorney – Ocean Conservation

Conservation Law Foundation (CLF)

Concord, NH | Portsmouth, NH | Portland, ME | Providence, RI | Boston, MA

Jul 07

Associate Vice President, Strategic Litigation

Conservation Law Foundation (CLF)

Boston, MA | Providence, RI | New Haven, CT

Jul 07

Digital Communications Associate

Conservation Law Foundation (CLF)

Remote

Jul 07

Affordable Housing Policy Advocacy Professional

California Housing Partnership ("Partnership")

Sacramento, CA

Jul 07

Policy Director

The Sycamore Institute

Nashville, TN

Jul 07

Get Involved Today

pac.org/engagement



Expertise

- Access sample best practice materials
- Pose your toughest questions to 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 community

Contact Us

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