

AUGUST 26, 2025



Public Affairs
Council

Consultant Membership Orientation

Today's Agenda

- **About the Council**
- **Program Development**
- **Sponsorship Opportunities**
- **Membership Benefits**
- **Q&A**

Public Affairs Council Profile



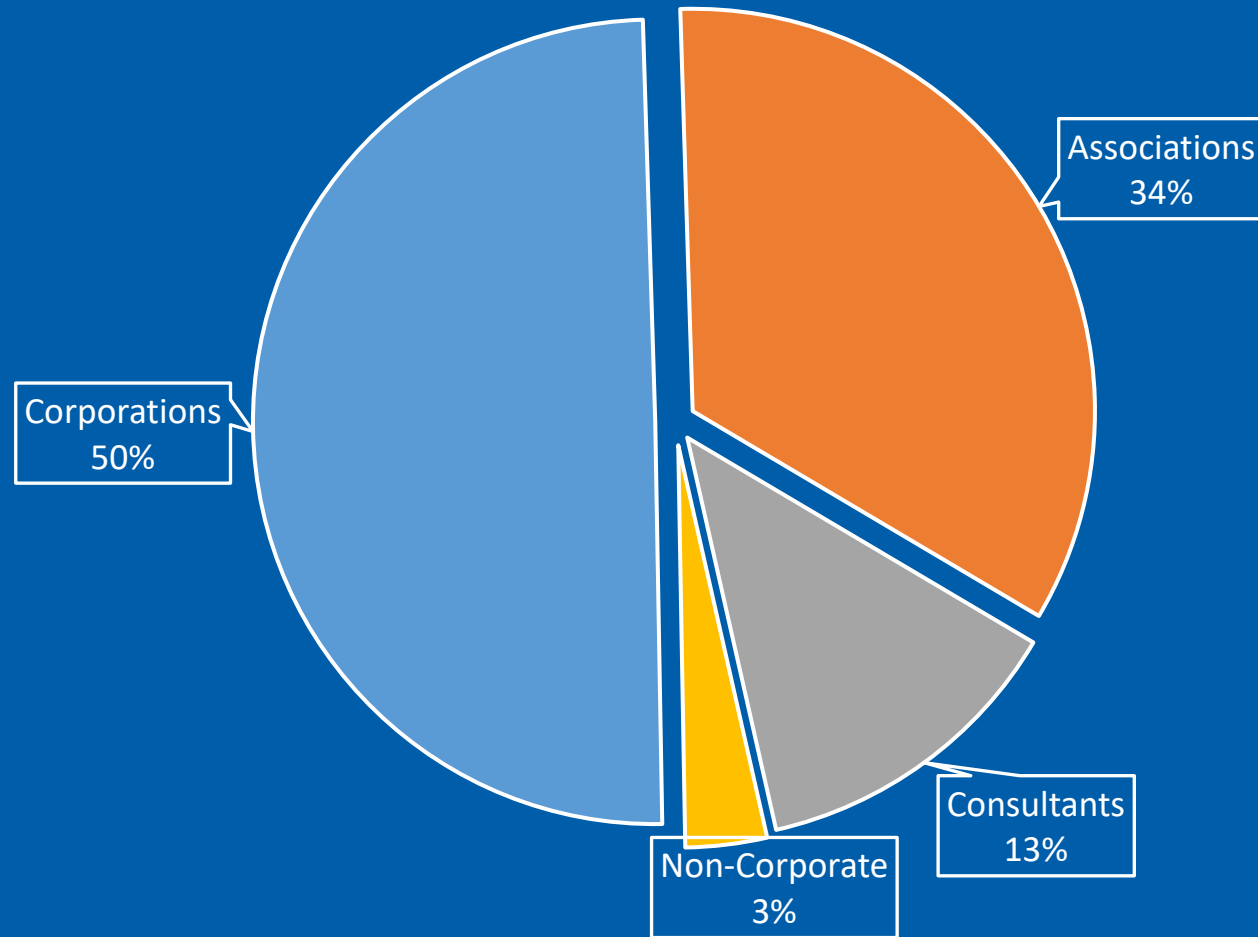
750+ MEMBER ORGANIZATIONS

14,000 PUBLIC AFFAIRS PROFESSIONALS

HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

A Diverse Community



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



Program Development

84 Programs

41 workshops

31 webinars

12 signature events

[PAC.org/events](https://pac.org/events)



2025 EVENTS

JANUARY	FEBRUARY	MARCH
Public Affairs Institute ♦ Jan. 6-9 Huntington Beach, Calif.	The Advocacy Conference ♦ Feb. 2-5 Fort Lauderdale, Florida	Webinar: Sustainable Procurement and Ethical Sourcing Strategies ♦ ■ March 4
Virtual Workshop: Meet the New Congress ♦ ♦ Jan. 9	Virtual Workshop: Communications That Build Trust Through Transparency ♦ ♦ Feb. 11	Virtual Workshop: U.S. Senate Procedure Boot Camp ♦ ♦ March 5
Membership Orientation ■ Jan. 13	Virtual Workshop: U.S. House Procedure Boot Camp ♦ ♦ Feb. 12	Webinar: Public Affairs in the European Union ■ March 11
Webinar: Regulatory Advocacy ♦ ■ Jan. 14	Virtual Workshop: International Corporate Diplomacy - Building and Managing a Global Reputation ♦ ♦ Feb. 18	Membership Orientation ■ March 11
Webinar: Data Management for PACs ■ ■ Jan. 22	Webinar: Data Visualization ■ ■ Feb. 19	Virtual Workshop: Communicating to Audiences Under 40 ♦ ♦ March 12
Webinar: 2025 Trends for Global Public Affairs ■ ■ Jan. 23	Webinar: Training Your Executive for First-Rate External Communications ■ ■ Feb. 20	Virtual Workshop: Digital Advertising and Paid Media ♦ ♦ March 13
Virtual Workshop: Building Your Communications Strategy in 2025 ♦ ♦ Jan. 28	National PAC Conference ♦ Feb. 23-26 Austin, Texas	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



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



Our Educational Events

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 or virtual (selected)	n/a	\$595-\$5,500

Signature Events

pac.org/signature

Recurring Sponsored Events

- The Advocacy Conference
- National PAC Conference
- Government Relations & Policy Conference
- Spring Executive Meeting

Other Events

- Public Affairs Leadership Summit
- Study Tour—D.C. & EU
- Political Compliance Summit

New Sponsorship Opportunities

- Public Affairs Institute
- New One-Day Technology Summit

Sponsorship Opportunities



CONSULTANT ORIENTATION

Overview of Sponsorship Opportunities

Benefits	Platinum	Premier	Champion
Free Conference Registration	3	2	1
Additional Discounted Registrations (50% off early bird registration fees)	2	1	
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Display of Name & Logo in Conference Space	YES	YES	YES
Inclusion in Marketing Emails	ALL	ALL	2
Recognition in Conference App	YES	YES	YES
Resource Marketplace Registration (*Based on availability. Priority given to Annual Sponsors)	FREE*	FREE*	FREE*
Promote Social Activities You're Offering to Attendees	YES	YES	YES
Price	\$11,000	\$7,500	\$5,000

Sponsorship: New for 2026

- Revised Annual Sponsorship packages
- New “a la carte” sponsorships for live and virtual events
- Increased digital advertising opportunities
- Some sponsorship options now open to non-members
- Member and non-member sponsorship pricing

Join a Conference Advisory Committee

- Help shape the agenda
- Suggest speakers
- Provide feedback on event experience



Email pfisher@pac.org to join!

Speaker Recruitment

- [Pac.org/speaking](https://pac.org/speaking)
- Nominate a client
- Share your best-in-class examples

Your Name: (Required)

First

Last

Your Organization (Required)

Name of Nominee (if nominating someone other than yourself)

First

Last

Nominee's Organization

Please provide the specific topics or expertise you or the nominee can speak to:

(Required)

Membership Benefits



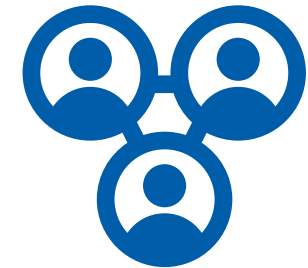
Expertise



Executive Education



Community



Staff Experts



Nneka Chiazor



Kristin Brackemyre



Anna Platt



João Sousa



Inês Reis



Laura Brigandi



Alex Donovan

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

Professional Development Opportunities for Your Team



Certificate Programs

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

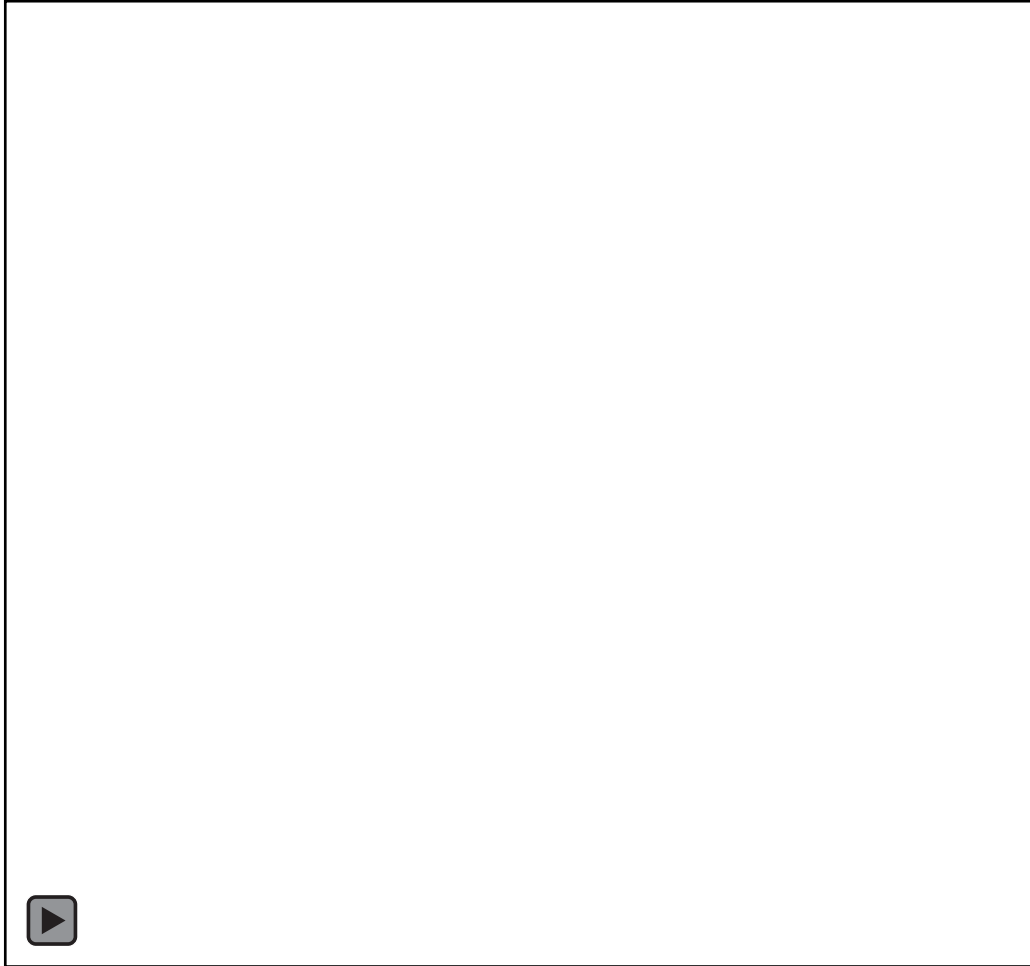


Community



Council Connect

community.pac.org

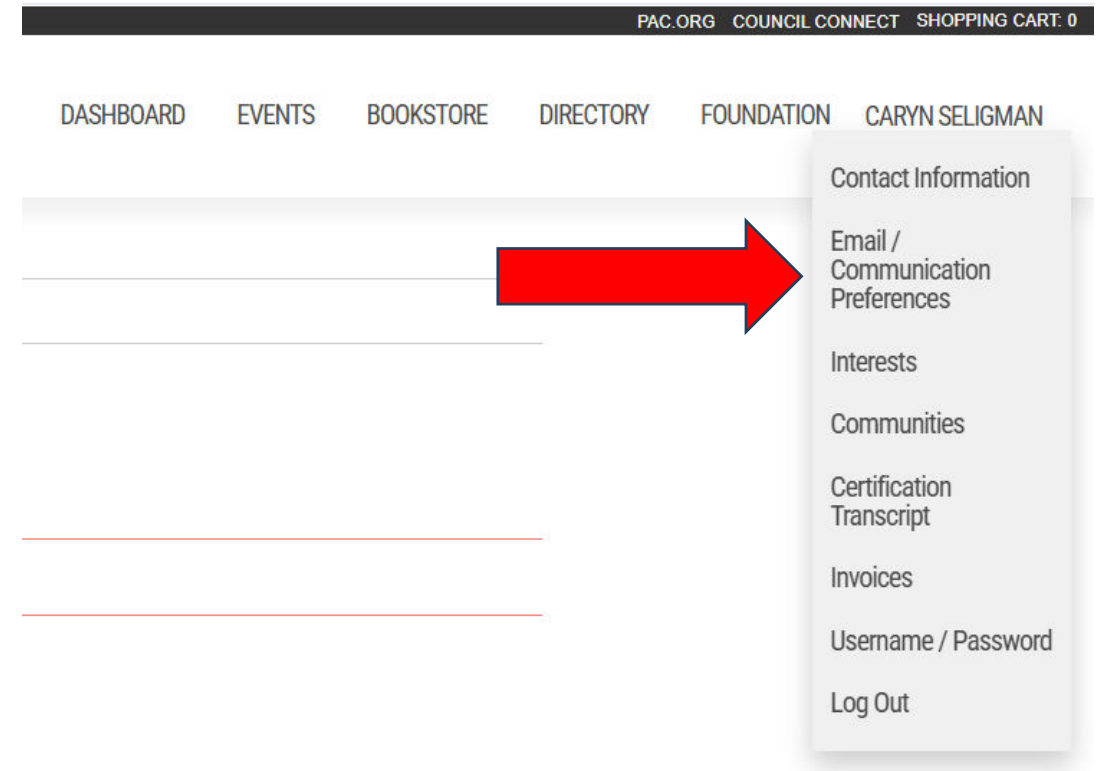


- Members-only online community
- Pose questions
 - Discuss challenges
 - Share resources
 - Download free webinar recordings
 - Join public affairs communities

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



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