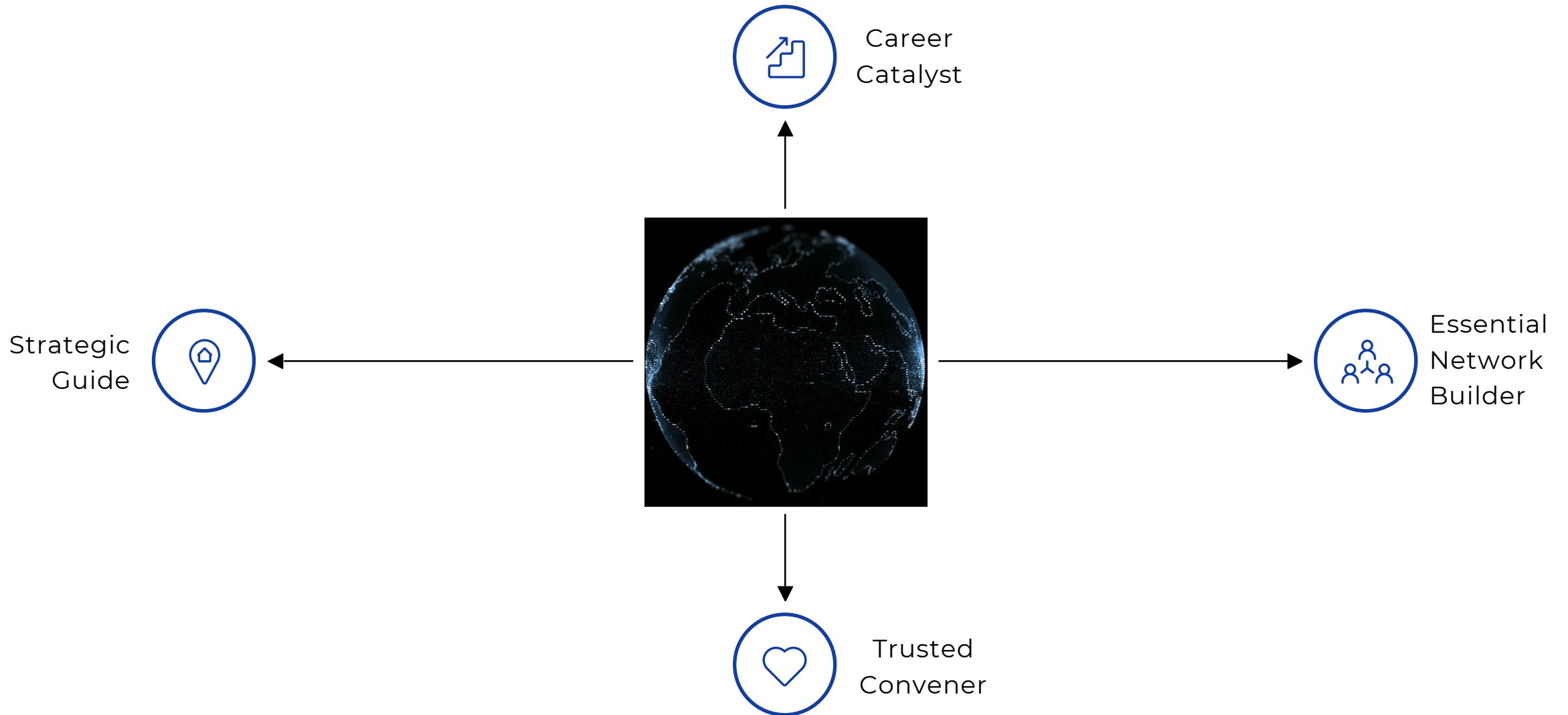


HORIZON 2028:

Strategic Roadmap for the Public Affairs Council

THE UNIVERSAL STANDARD FOR PUBLIC AFFAIRS EXCELLENCE



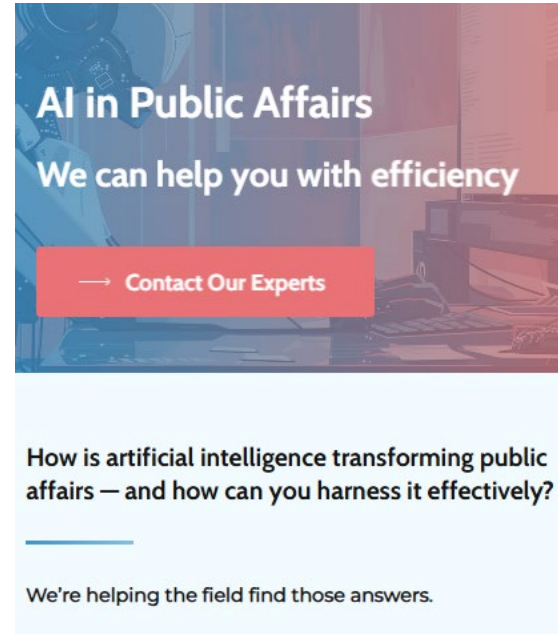
STRATEGIC IMPERATIVE 1: FUTURE-PROOF THE COUNCIL



**Prioritize Talent
Acquisition and
Retention**



**Harmonize U.S. and
European
Operations**



**Advance Technology
and Data
Capabilities**



**Reinforce a Culture
of Collaboration and
Performance**



STRATEGIC IMPERATIVE 2: CULTIVATE MEMBER SUCCESS



**Purposeful Growth
& Development**



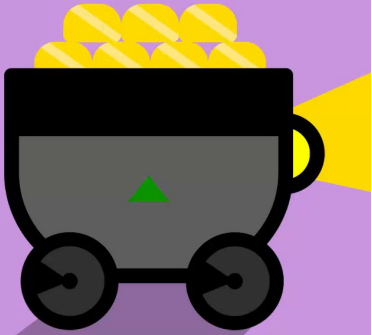
**Professional
Credibility**



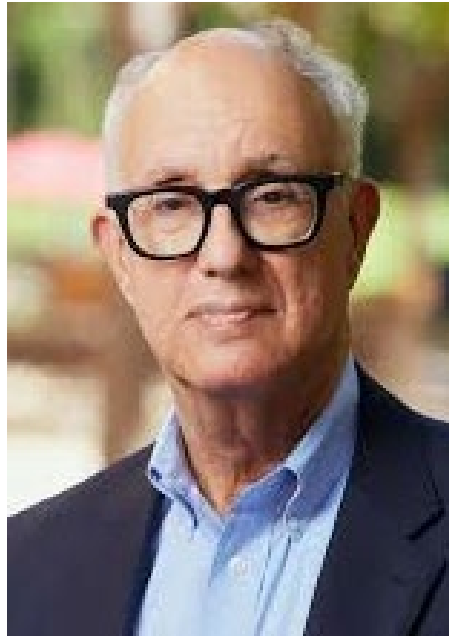
**Excellence in
Experience**

STRATEGIC IMPERATIVE 3: FORTIFY THE COUNCIL'S FISCAL AND INTELLECTUAL STANDING

FUNDS



Fiscal Stability



**Thought
Leadership**

FiscalNote
 **Quorum**

**Preferred
Affiliates
Program**



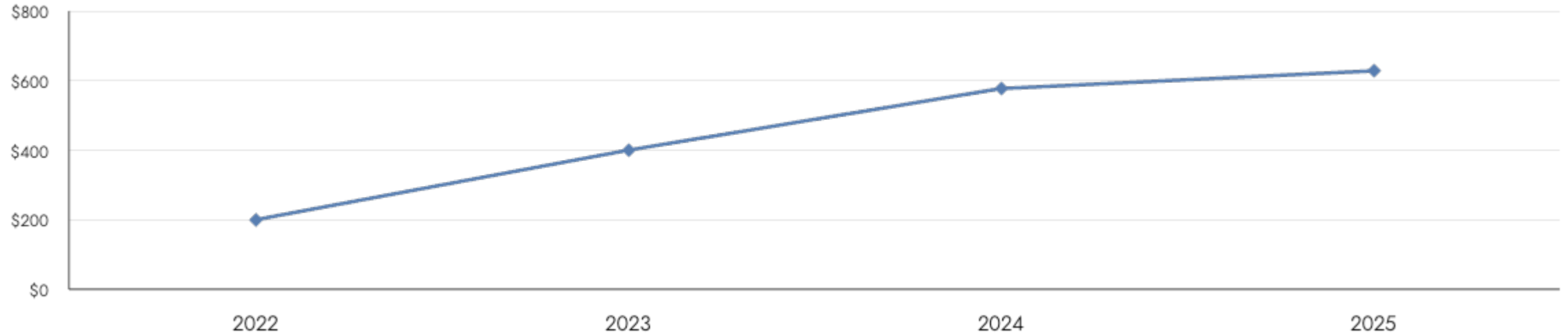
**Academic
Partnerships**

NEGOTIATION

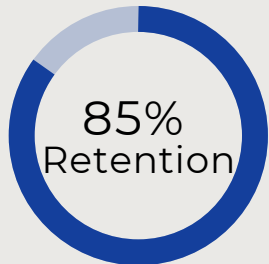


**Consulting and
Benchmarking**

2025: RECALIBRATING & STABILIZING



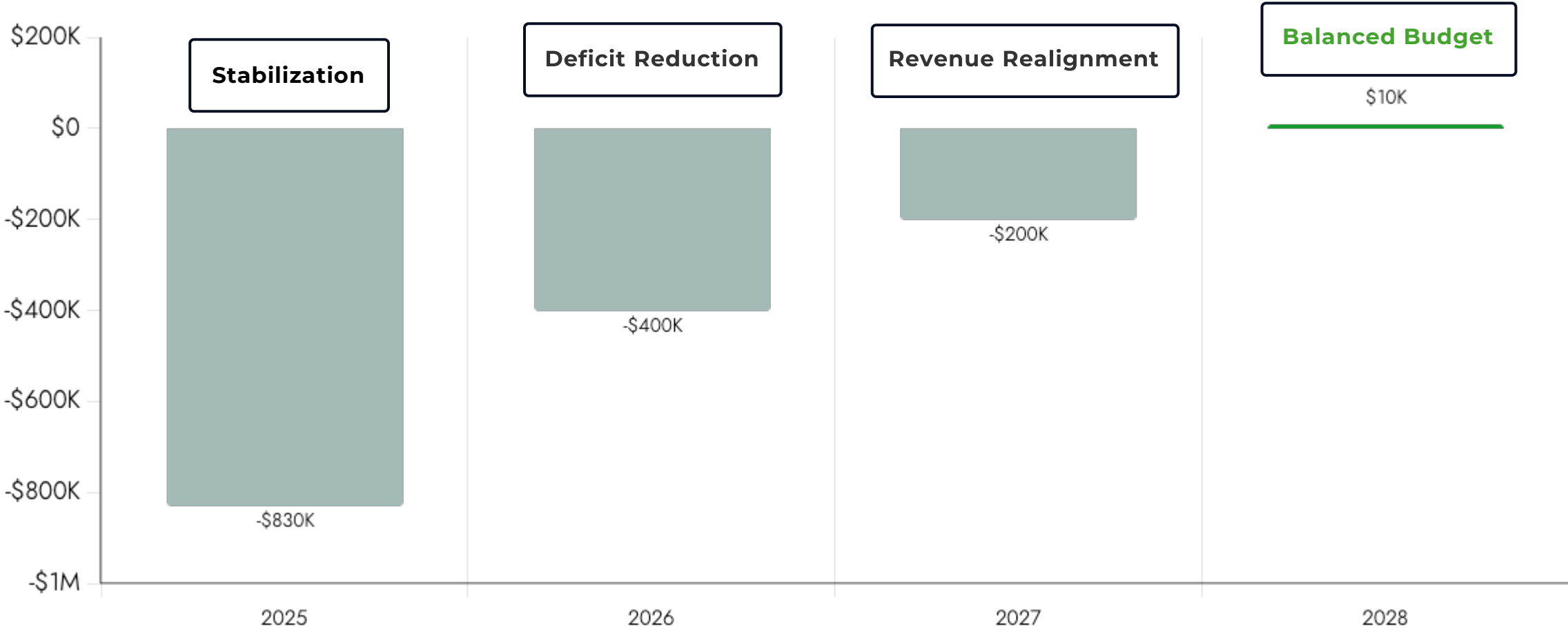
Membership Plus



25,000+
LinkedIn Followers



SUSTAINING THE HORIZON



The background of the image is a landscape during sunset or sunrise. The sky is a gradient of warm colors, from a pale yellow at the top to a deep orange and then a dark, almost black, blue at the bottom. There are several layers of clouds, some of which are illuminated from below, creating a glowing effect. In the foreground, the silhouettes of trees and bushes are visible against the darker sky. The overall mood is contemplative and serene.

QUESTIONS?

#NextEra