

NATIONAL PAC CONFERENCE

Growing PACs since 1976

2021 VIRTUAL CONFERENCE AGENDA

DAY 1 - FEBRUARY 23

- 12:15 p.m.** Kick-off Wellness Session
- 1 p.m.** Keynote: Unlocking the Behavioral Science of Influence and Persuasion
- 2:15 p.m.** Breakout Workshops
- Solicitation Strategies in a Virtual Environment
 - Disbursement Planning for a New Election Cycle
- 3:15 p.m.** Breakout Workshops
- Messaging and Communicating Pre and Post COVID
 - PAC Match in a Pandemic: Structure and Strategy

DAY 2 - FEBRUARY 24

- 1 p.m.** Keynote: Corporate Engagement: Social Activism and Political Involvement
- 2:15 p.m.** Roundtable Discussions: PAC Pressure
- Giving Criteria
 - Earmarking Contributions
 - Responding to Inquiries and Controversy
 - Anti-PAC Rhetoric
- 3:15 p.m.** Breakout Workshops
- Lessons from Crisis Communications
 - PAC Retention and Recognition: Appreciating your Donors
- 4 p.m.** Networking Reception

DAY 3 - FEBRUARY 25

- 12:15 p.m.** Mid-day Wellness Session
- 1 p.m.** Keynote: Outstanding PAC Awards Showcase
- 2:15 p.m.** Breakout Workshops
- Politics of the 117th Congress: Looking Ahead to 2022
 - Compliance Essentials in a Virtual World
- 3:15 p.m.** Breakout Workshops
- Professional Development: Parlaying PAC Expertise into Your Next-Level Job
 - Political Compliance Overview

DAY 4 - FEBRUARY 26

- 1 p.m.** Keynote: Responding to Controversy and Moving Your PAC Forward in 2021
- 2:15 p.m.** Roundtable Discussions: 2020 Recap
- Virtual Fundraisers
 - Working From Home
 - Love It or Leave It
 - Virtual Fly-Ins
- 3 p.m.** Adjourn

** All session content will be available for 21 days following the event.*

For more information visit pacconference.com



Public Affairs Council