



Developing a Best-In-Class Fly-In

PayPal Government Relations

Paul Disselkoen • February 6, 2018

Preparing our SMBs

Recruiting

- Target your merchants but look for good stories
 - Quality over quantity

Inviting your Merchant Advocates

- Keep it simple
- Incentivize

Training your Advocates

- Initial overview of the policy issues when recruiting
- Webinars – include lobbying team
- Policy Playbook 1-pagers
- Participant Call the week before
- Fly-In Orientation

**Just tell your story!*



Executive Engagement

Bringing in the big guns...

Pitching to your Leadership

- Make it worth their while
- Don't limit yourself
- Make it fun!



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Measure Your Success

Identify categories of work that are measureable

Risks Averted

Preventing or delaying legislation/regulation that has direct impact on company

Legislative Wins

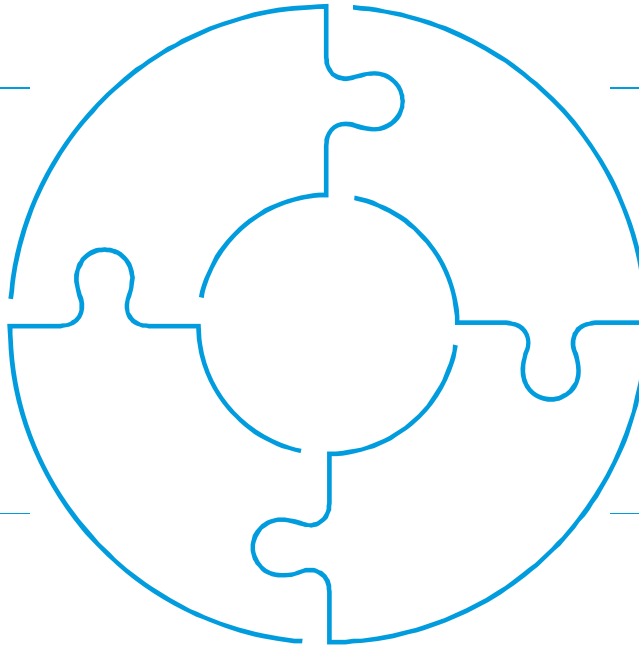
Opportunities created through legislation impacting products/services

Tangible Numbers

Meetings, event attendees, etc.

Cross-Functional Success

- Internal optimization of functions
- Checking the box for other teams
- Achieving message saturation



Budget

How to fund Fly-In

Explore your options:

Engage with your partners

- Create common goals & messages so the advocacy work benefits multiple teams (not just GR)
 - PPWC team funded D.C. Fly-In in 2015/2016
- Also engage with external partners relevant to SMB message
 - Partnering on advocacy events reduces logistical burden & raises our profile and relationship building

Develop a concrete plan & value prop.

- Bring a fully imagined plan to other folks with a realistic budget ask & ROI
- Anticipate the questions

Know your limits...

- There are plenty of low-to-minimal budget impact initiatives possible with Fly-Ins
 - Panels, meetings, site visits, etc.



General Best-Practices

Rules of the Road

Engage others

Cross-functional support

External Partners

- Trade Associations
- Others orgs

Plan/Train with Purpose

Leave yourself enough time

Keep it simple

- Message simplicity
- Logistical simplicity

Maximize Impact

Target priority meetings/initiatives

Leverage your resources

- Plan different types of events
- Engage executives
- Focus your message
- Use communications colleagues to spread the message in media

Keep the Momentum

Use your measurement to get buy-in for next year

Show future participants the benefits of attending

- Media exposure
- Learning
- Trip to D.C.!!



Questions?

