

June 8, 2021



Public Affairs  
Council

## Membership Orientation

Be on the lookout  
for a \$5 Starbucks  
electronic gift card  
at the email  
address you used  
to register



# Today's Agenda

## 1. Introduction

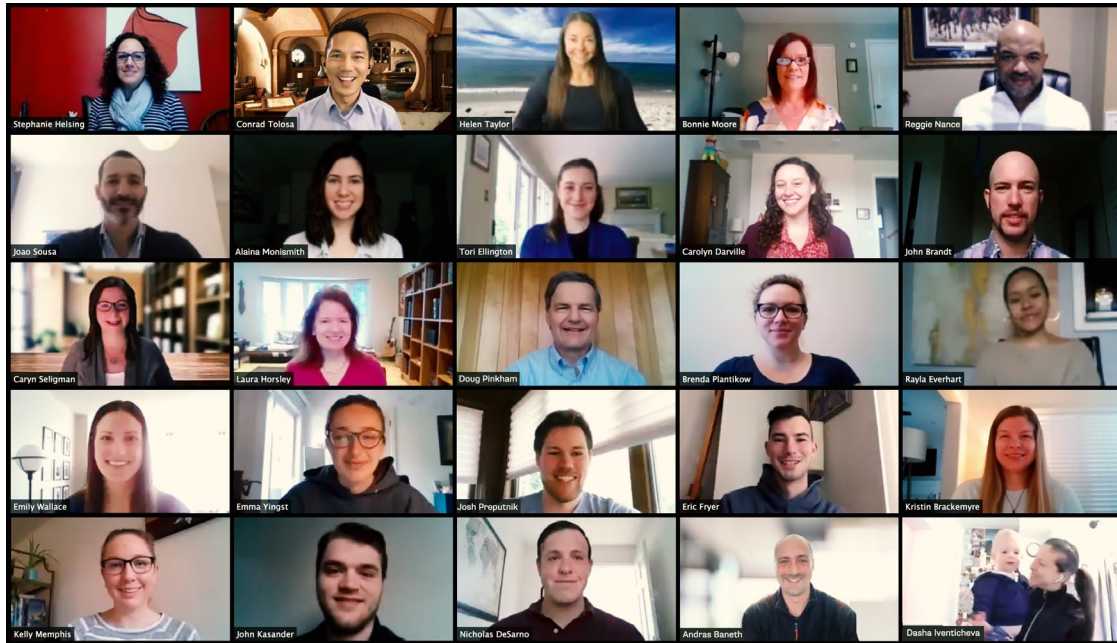
- Who we are

## 2. Resources and Services

- Expertise
- Education
- Community

## 3. How to get involved

# Public Affairs Council Profile



**10,000+** PUBLIC AFFAIRS PROFESSIONALS

**700+** MEMBER ORGANIZATIONS

**7** OF THE FORTUNE TOP 10 COMPANIES

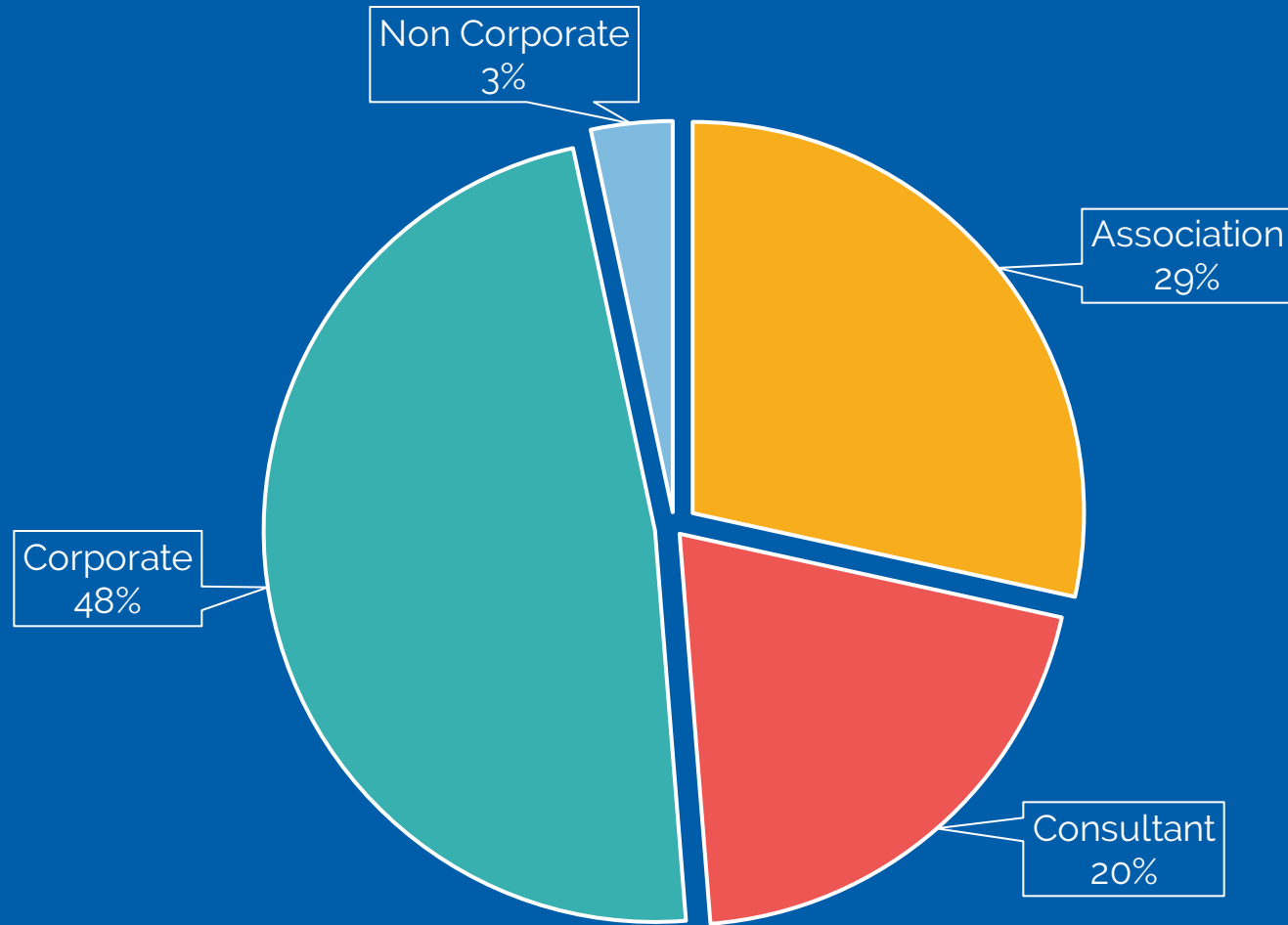
HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

# You're in Good Company



# A Diverse Community



# Where are Your Peers?

United States (Non-DC)  
52%



DC Area  
35%



International  
13%



# Manage Your World





# Membership Benefits



Expertise



Executive Education



Community



# I. Expertise



# Knowledge Areas

- Government relations strategy & management
- Grassroots & ally development
- PACs & campaign finance
- Communications
- Digital & social media
- Issues management
- Corporate social responsibility
- Global public affairs
- Legal & ethics compliance
- Measurement & evaluation



# Staff Experts



Doug Pinkham



Andras Baneth



Kristin Brackemyre



Erica Harris



Tori Ellington



Nick DeSarno



Kelly Memphis



João Sousa



# Questions We Can Answer

MEMBERSHIP ORIENTATION



# Guest Speakers for Your Meetings

MEMBERSHIP ORIENTATION



# Legal Guidance

Prominent election law attorney, Ken Gross, 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*

## Likely New Members of the 117th Congress

### Election 2020

Public Affairs Council  
MANAGE YOUR WORLD

Inside  
Elections  
Nathan L. Gonzales  
Editor & Publisher



Nathan Gonzales  
Editor & Publisher  
Inside Elections

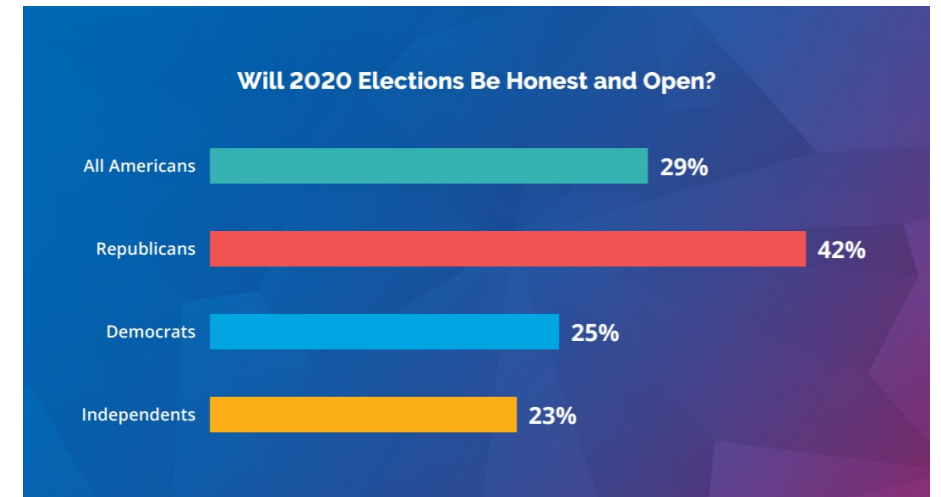
Predicting election outcomes can be a fraught business. You don't have to look further than the 2016 presidential race to see that.

But for some races, one candidate has such an advantage -- due to the constituency's partisan lean, candidate quality, or other factors -- that their path to office is nearly assured. Those are the races rated as Solid by Inside Elections.

**Here are the likely new members of the 117th Congress:**



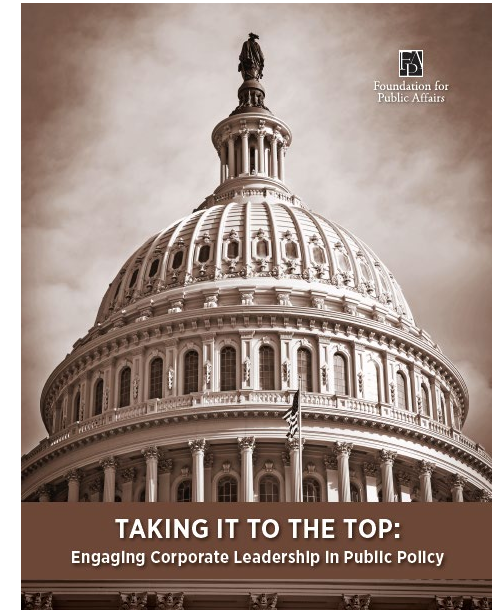
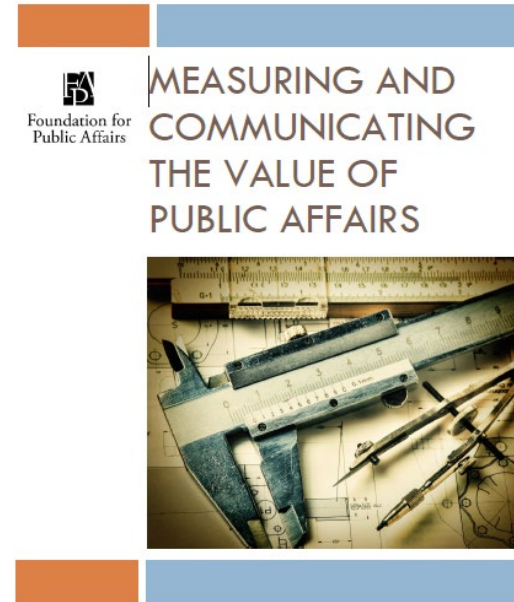
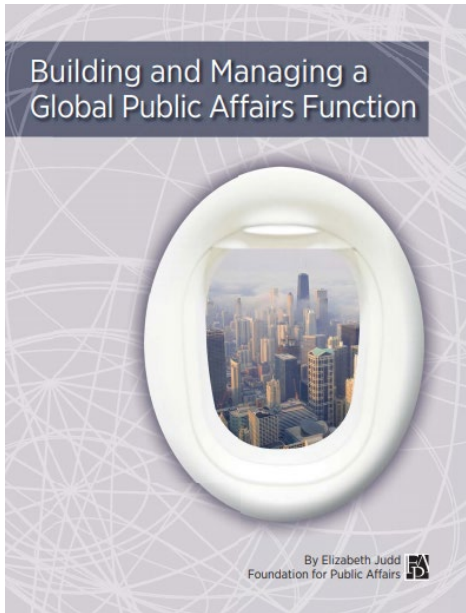
# Research & Benchmarking



Visit [pac.org/publications](https://pac.org/publications) for complete list

# 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



# News & Analysis



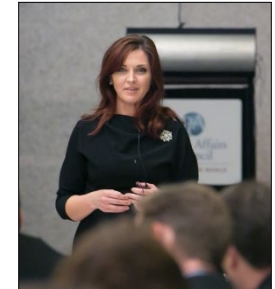


## II. Executive Education



# Hallmarks of Council Events

- Peer-to-peer learning
- Unparalleled networking opportunities
- Practical advice you can implement immediately
- Benchmarking opportunities with best in class
- Resource materials to continue your learning



# Signature Events

- The Advocacy Conference
- National PAC Conference
- Digital Media & Advocacy Summit
- State & Local Government Relations Conference
- Spring Executive Meeting
- Public Affairs Institute



# 60+ Free Webinars (& Recordings) for Members

[www.pac.org/webinars](http://www.pac.org/webinars)

- Visual Storytelling for Education and Persuasion
- Developing a Next Generation Grassroots Program
- How to Leverage Your LinkedIn Profile
- Building and Leveraging PAC Charitable Match
- Case Studies in Coordinating State & Federal Lobbying

# Certificate Programs

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



MEMBERSHIP ORIENTATION





# III. Community





# Mentoring

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# Professional Networks

- Political Involvement
- International Network
- Social Responsibility
- State Government Relations
- Association
- Emerging Leaders

MEMBERSHIP ORIENTATION




# Social Media

**@PACOUNCIL**



# Jobs Page

## Jobs



### Find a Job

It's your career – take control! The Career Center lists the most recent public affairs job announcements and career opportunities from top corporations, associations and firms.

[View Jobs](#)

### Post a Job

Looking to make your next great hire? The Career Center posts job openings exclusively for public affairs positions. And it's free for the first 30 days.

[Learn More](#)

### Career Resources

The resources in the Career Center help you prepare for your next move – whether that's advancing in your current company or making a career change with a new organization.

[Learn More](#)

### Jobs with the Council

Do you love public affairs and want to help elevate the profession? We may have a job that's perfect for you.

[Learn More](#)

# Accessing the Members-only Portal & Council Connect

## My Events

[Register Today!](#)

Virtual: Digital Media and Advocacy Summit  
June 22, 2021 | [Agenda](#) | [Registration](#)

|                 | Event Name   |
|-----------------|--|
| Upcoming Events | 2021 Webinar: March Membership Orientation               |
|                 | 2021 Workshop: Strategic Global Public Affairs           |
|                 | 2021 Virtual Workshop: Success - Understanding Reporting |
|                 | 2021 Workshop: Incentivizing PAC Engagement              |
|                 | 2021 Webinar: Developing a Framework for Your PAC        |

[SEE FULL LIST OF EVENTS](#)

## Networking Committees

Connect with your peers! Join a members-only Council Network. Not a member? Contact our membership department at [membership@pac.org](mailto:membership@pac.org) for more information.

| Committee           | Position | End Date |
|---------------------|----------|----------|
| Association Network | Member   |          |
|                     |          |          |
|                     |          |          |
|                     |          |          |
|                     |          |          |
|                     |          |          |

## Areas of Interest

Please let us know your areas of interest. Interests are used to send relevant news, event and programming information targeted to your needs.


In order to receive Council communications, please have your IT department add [pac.org](http://pac.org), [members.pac.org](http://members.pac.org) and [informz.net](http://informz.net) to your company's safe senders list.

[VIEW AND UPDATE YOUR AREAS OF INTEREST](#)


# COUNCIL CONNECT

Where public affairs pros learn, share and *CONNECT*

### LATEST DISCUSSIONS



**RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS**  
BY: [KELLY MEMPHIS](#), YESTERDAY  
POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)  
Hi Sonji, These are excellent! Thank you for sharing, exactly the type of example I needed. I especially like the title "Washington Wire" title. Best regards, Kelly ----- Kelly Memphis Sr Mgr, Gov't Relations & Stakeholder ...



**RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS**  
BY: [SONJI WILKES](#), 3 DAYS AGO  
POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)  
Hi Kelly- While not exactly internal (these emails go out to our entire mailing list, including our staff and state-based organization staff), here are two examples of how we keep our community informed of our policy and advocacy efforts: Monthly ...

1 person recommends this

### POLLS

[REMOVE POLL](#) [VIEW REPORT](#)

HOW HAVE CHANGES TO DIGITAL AD POLICIES IMPACTED YOUR ADVOCACY STRATEGY?

☐ Significantly

☐ Slightly

☐ No change

[SAVE](#)

### USEFUL RESOURCES

[ADD](#)

# Get Involved Today

## [pac.org/engagement](https://pac.org/engagement)



### Expertise

- Download resources at Council Connect ([community.pac.org](https://community.pac.org))
- Get to know our staff experts ([pac.org/experts](https://pac.org/experts))



### Executive Education

- Sign up for an event ([pac.org/events](https://pac.org/events))
- Enroll in a certificate program ([pac.org/certificate](https://pac.org/certificate))



### Community

- Become a mentor or mentee ([pac.org/mentoring](https://pac.org/mentoring))
- Join a professional network ([pac.org/networks](https://pac.org/networks))



# Contact Us

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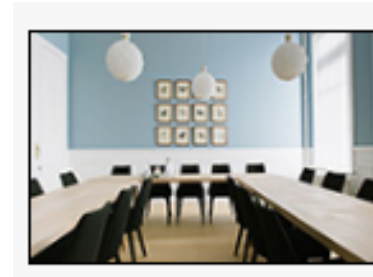
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