

Thought Leadership

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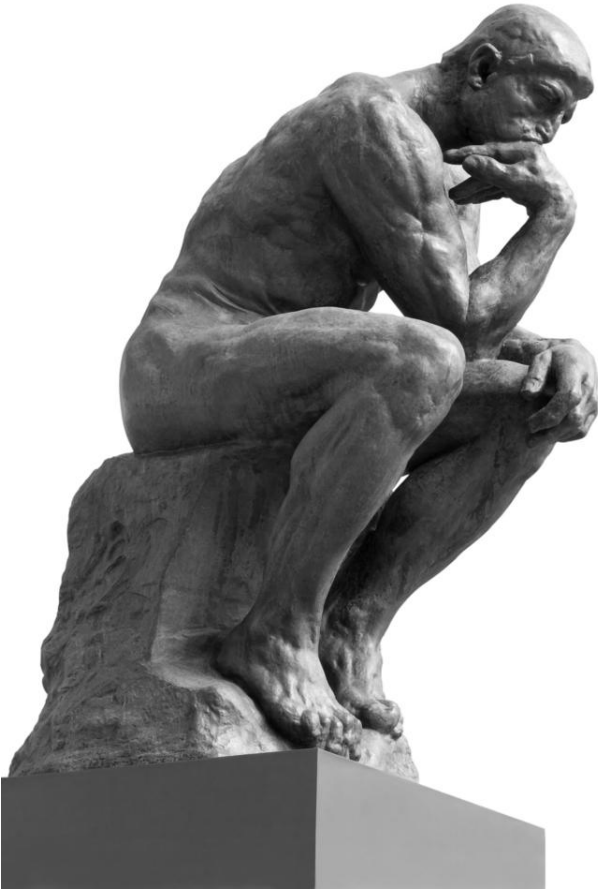
Thought Leadership

Misunderstood

- *Deep thinking*
- *Propaganda*

What it really is...

- *Original content*
- *Can come from any source*
- *Used for many purposes:*
 - *brand recognition*
 - *policy influence*
 - *general edification*
 - *content marketing....*



Strategic Differentiation



Thought Leadership Campaign

Step #1: What

Choose issues of importance to your organization or industry

- Situational assessment
 - Choose issues where there's a gap in credible information
 - Unique to your organization
 - Important to key stakeholders

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Step #2: Who

Campaigns must be targeted – map out your audience

- Customers
- Regulators
- Legislators
- Media
- Key influentials
- General public

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Step #3: How

Original content can come from anywhere, but consider sources carefully

- Universities
- Think tanks
- Independent research
- Data/surveys
- Collaborative effort – coalitions, associations

Your Campaign's Most Critical Step

Step #4: Share

Real challenge is in telling the story – can scale from large to small

- Media or marketing blitz
- Conference/panel
- Webinar
- Social channels
- One-on-one sharing

Trend - Public Affairs as *the* Vehicle for Thought Leadership



Questions?

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