

October 5, 2021



Public Affairs
Council

Membership Orientation

Today's Agenda

1. Introduction

- Who we are

2. Resources and Services

- Executive Education
- Expertise
- Community

3. How to get involved

Public Affairs Council Profile



700+ MEMBER ORGANIZATIONS

11,000 PUBLIC AFFAIRS PROFESSIONALS

7 OF THE FORTUNE TOP 10 COMPANIES

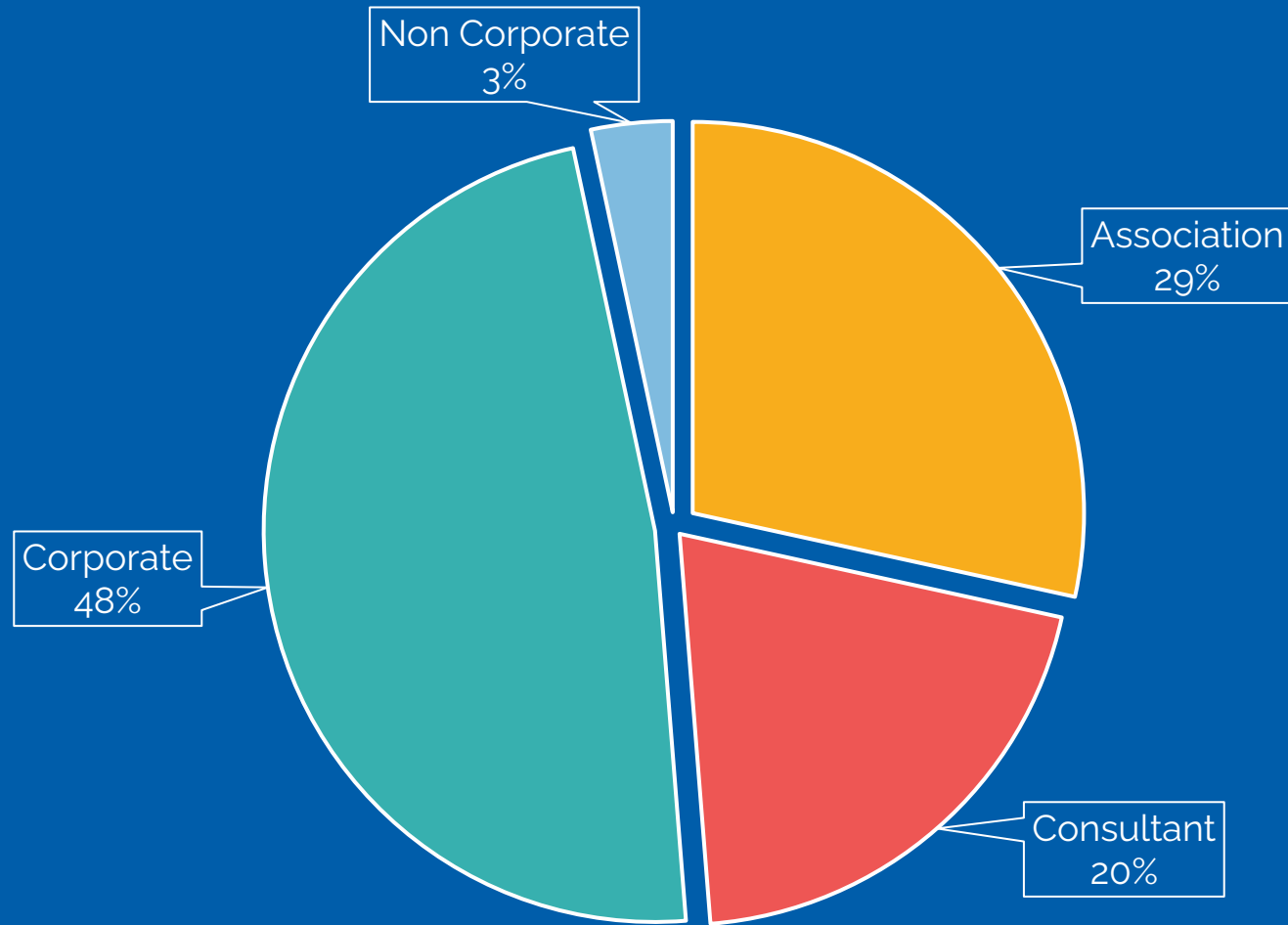
HEADQUARTERS IN **Washington & Brussels**

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



Executive Education



Expertise



Community



I. 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

Conferences

- Advocacy
- National PAC
- State and Local Government Relations

Summits

- Digital Media & Advocacy
- Public Affairs Leadership
- Political Compliance
- STRIDE: Social Impact

Other Events

- Spring Executive Meeting
- Washington, D.C. Study Tour
- Public Affairs Institute

60+ Webinars (& Recordings) FREE for Members

pac.org/webinars

- Building and Managing Diverse Global Teams
- Proving the Value of State Government Relations
- Leveraging Employee Resource Groups for Internal Progress
- PAC Charitable Match Programs
- Managing Up: Leadership Skills for Any Level

Workshops

- Two hours of content on a range of public affairs topics
- In person or livestreamed from our Washington, D.C. office
- Available as recordings to those who registered for the event

Membership Plus

pac.org/plus

- Introducing your all access pass for executive education
- 45+ Council workshops annually for your entire organization
- Flat annual fee of \$3,000

EU-BASED SIGNATURE EVENTS

RECENT & UPCOMING PROGRAMS IN EUROPE

- EUROPEAN DIGITAL ADVOCACY SUMMIT
- BRUSSELS PUBLIC AFFAIRS FORUM
- DIGITAL STORYTELLING FOR PUBLIC AFFAIRS
- VIRTUAL SEMINAR: PUBLIC AFFAIRS AND MANAGING GLOBAL RISK
- EU MASTERCLASS: INFLUENCING EU DECISION-MAKING

Certificate Programs

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



II. Expertise



Knowledge Areas

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



Staff Experts



Doug Pinkham



Kristin Brackemyre



Nick DeSarno



Kelly Memphis



Tori Ellington



Erica Harris



Andras Baneth



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

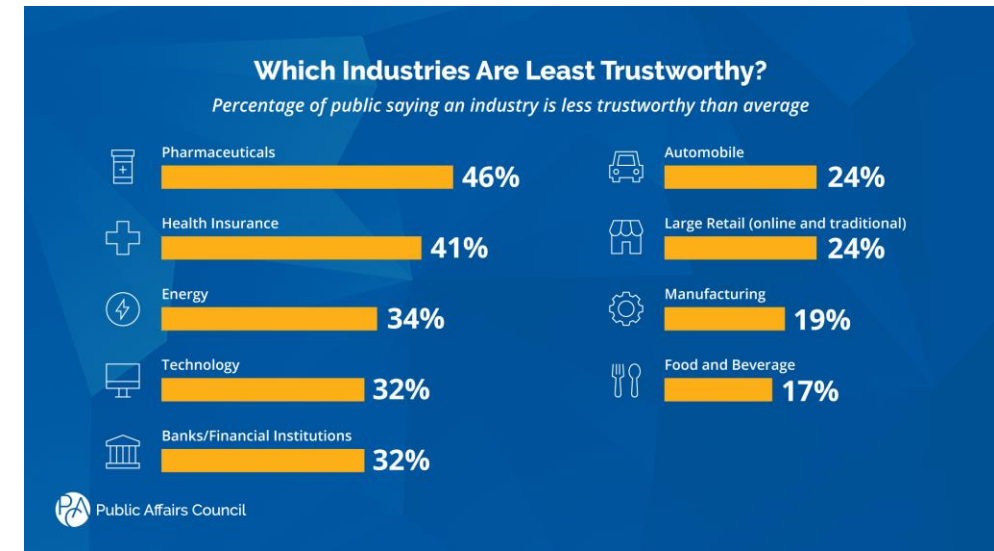


Political Intelligence from *Inside Elections*



Nathan Gonzales
Editor & Publisher
Inside Elections

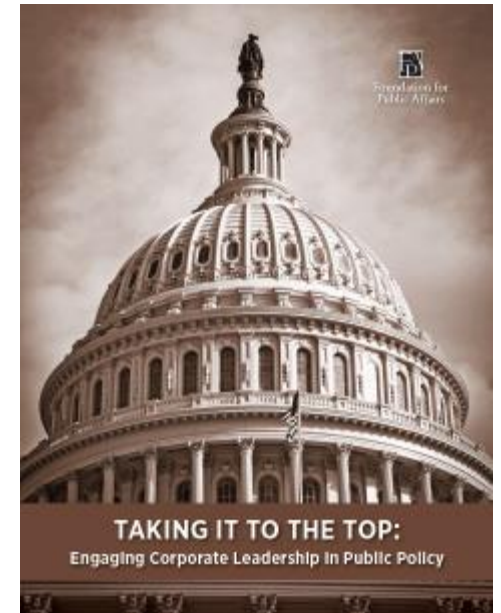
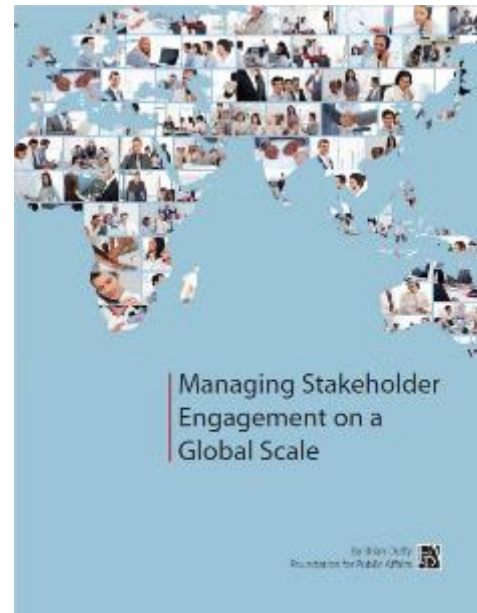
Research & Benchmarking



Visit 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

IMPACT

September 2021

PAC Managers Rebound in Challenging Times



Successful PACs have maintained the trust of their members and fostered strong relationships during a time like no other.

Midterm Election Scenarios Are Not Created Equal


Sign Up To Receive Impact

Upcoming Events and Education

Who's Who... Where
Check out who's on move and where they're headed

STR/DE


A SOCIAL IMPACT JOURNAL



STAR WARS, ROTHENBERG AND THE FIGHT FOR VOTERS' ATTENTION

Search: Facebook, Google or

book Google ...
Public Affairs
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86%

66%



III. Community



Mentoring

MEMBERSHIP ORIENTATION



Professional Networks

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

MEMBERSHIP ORIENTATION



Social Media

Follow us: @PACOUNCIL



Jobs Page

pac.org/jobs

Career Resources



Career Resources
For Job Seekers:

Thoroughly plan your career by becoming a public affairs expert. The resources at the public affairs career center can help you prepare for your next move – whether that's advancing in your current company or making a job or career change externally.

Council Membership Means:

- Access to Exclusive Resources
- Unparalleled Executive Counsel on Top-Level Business & Industry


Learn About Council Membership
[Get Our Newsletter](#)

Free Webinars for Members:

Jobs:

- [Find a Job](#)
- [Post a Job](#)
- [Career Resources](#)
- [Join with the Council](#)

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](#)

Jobs with the Council



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Learn About Council Membership
[Get Our Newsletter](#)

Free Webinars for Members:

Jobs:

- [Find a Job](#)
- [Post a Job](#)
- [Career Resources](#)
- [Join with the Council](#)

Jobs with the Council

The Public Affairs Council is the leading international association for public affairs executives and managers – and it's a great place to work! We provide an excellent work environment, a competitive salary and benefit package (including bonus-eligibility) and a location convenient to Metro, Pappy Hartman and Carnegie North Stations. We are an equal opportunity employer.

Current Opportunities with the Council:

- [Program Coordinator](#)
- [Program Assistant](#)

Accessing the Members-only Portal & Council Connect Online Community

My Events

If your employer is an active member and signed Membership Plus package, many of the workshops will be of no charge to you. Please check your status section to the left. If you would like to learn more about the Membership Plus package, please contact membershipplus@pac.org.

[Register Today!](#)

State and Local Government Relations Conference
September 28-29, 2021 | [Agenda](#) | [Register](#)

	Event Name	
Upcoming Events	2021 Virtual State and Local Government Relations Conference	
	2021 Virtual Discussion: Digital Storytelling for Public Affairs	09/30/2021
	2021 Webinar: Making the Pitch - ROI on CSR Initiatives	09/30/2021
	2021 Virtual Workshop: PAC Management Bootcamp	10/05/2021
	2021 Virtual Workshop: Grassroots Management Boot Camp	10/05/2021

[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 for more information.

- Committee
- Association
- CSR Network
- Emerging Leaders
- Political Involvement
- SGR Network

[MANAGE](#)

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, members.pac.org and 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 ...

POLLS

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

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

☐ Significantly

☐ Slightly

☐ No change

[SAVE](#)

USEFUL RESOURCES

[ADD](#)

pac.org/login

community.pac.org

Get Involved Today

pac.org/engagement



Executive Education

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



Expertise

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



Community

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

Contact Us

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