



Public Affairs Council

MANAGE YOUR WORLD

Member Orientation

December 11, 2017



Today's Agenda



1. Introduction
 - Who we are
2. Resources and Services
 - Expertise
 - Education
 - Community
3. The Member Experience
4. How to get involved

Your Hosts



Caryn Seligman
Senior Director



Nick DeSarno
Manager, Digital and
Communications
Practice

Public Affairs Council Profile



Year Founded 1954

Total Members 700 organizations

Total Individuals 9,000

Events Per Year 110

Total Staff 23

Office Locations Washington/Brussels

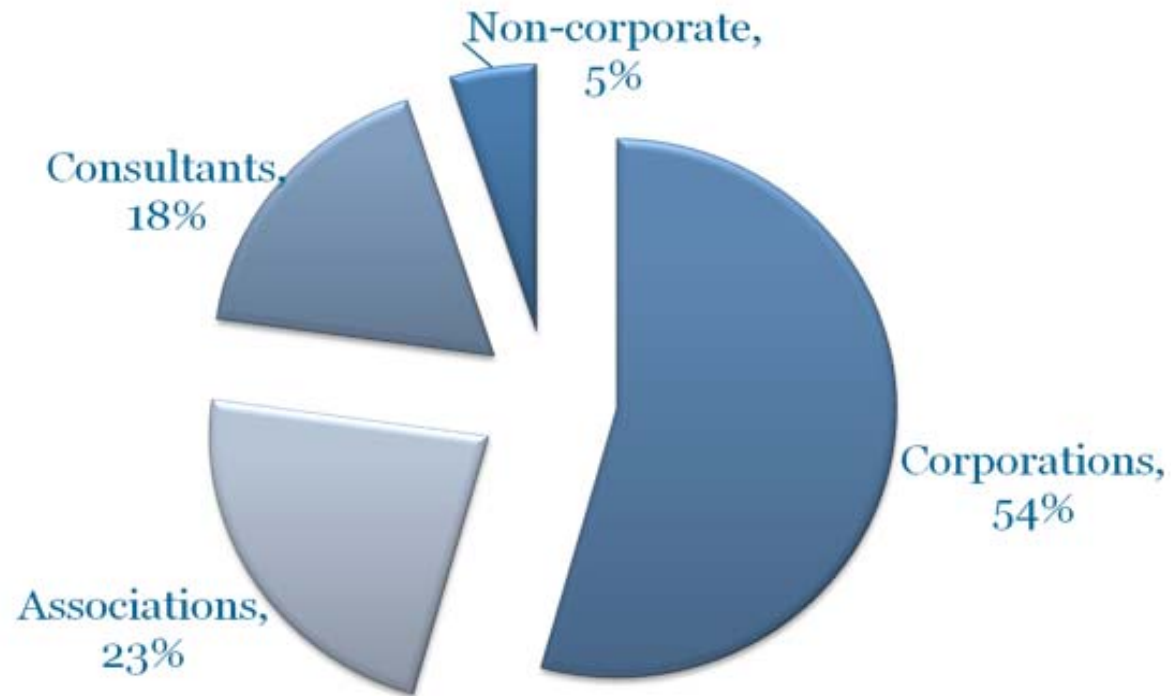
Politics Nonpartisan/Nonpolitical



You're in good company at the Council



A Diverse Community



Where are Our Members?

- DC Area – 34%



- United States
(Non-DC) – 58 %



- International – 8%



Our Mission

To advance the field of public affairs and
provide tools and resources that
enable public affairs executives and managers
to achieve their business and professional goals.

What We Really Help You Do



The Member Experience



Expertise



Executive Education



Community

What is Digital Public Affairs?

Digital Public affairs represents an organization's efforts to proactively use digital tools to monitor and manage its online and offline business environment.

Digital Public Affairs accomplishes this by:

- Identifying and working with digital influencers and stakeholders
- Explaining your public policy positions
- Building a strong online reputation & advocate base



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Monitoring Trends in Advocacy



4 Big Trends in Digital Public Affairs and Advocacy



1

Visual Storytelling

The use of compelling videos, infographics, images or data visualization can greatly improve your chances of being heard and of your message sticking with your intended audience.

3

Data-Driven Advocacy

Data helps target organizations' advocacy efforts and can greatly improve key performance metrics, a combination which, ultimately, increases the likelihood of an advocacy win.

2

Social Media for Government Relations and Thought Leadership

If public affairs professionals can create engaging social content, they can help their organization reach influential audiences, such as policymakers, reporters, grassroots supporters and other online stakeholders.

4

Online Reputation Management

During crisis or after getting negative press, people turn to the Internet for information before they form an opinion or take an action. Organizations are responding by improving their SEO and marketing, building a base of online supporters, and creating a rapid digital response plan.

Learn more about trends in digital public affairs at pac.org/trendsindigital.

Case Study

Fortune 500 company wants to develop a public affairs presence on social media



I. Expertise



Knowledge Areas

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



Staff Experts



Rikki Amos

- Corporate responsibility
- Ethics
- Grassroots



Andras Baneth

- International public affairs



Danielle Del Carlo

- Federal, state and local government relations
- Issues and reputation management



Nick DeSarno

- Advocacy communications
- Digital communication



Dasha Iventicheva

- International public affairs



Doug Pinkham

- Public Relations
- Trends in public affairs
- Benchmarking & consulting services
- Management, planning & measurement of public affairs
- International public affairs



Kristin Brackemyre

- Campaign Finance
- Political Action Committees
- Political Transparency

Questions We Can Answer

- What's the benchmark for average PAC participation and giving rates?
- How can we use visual storytelling for advocacy?
- What are best practices for integrating social responsibility and public affairs programs?
- How can I create and implement a global public affairs plan?
- Can you recommend speakers for our Washington fly in?
- How can I optimize and effectively report on our digital advocacy efforts?

Guest Speakers for Your Meetings

- Corporate Public Affairs Best Practices
- Effectively Using Social Media for Public Affairs
- Public Affairs and Corporate Citizenship: Finding Common Ground
- Integrating Communications with Government Relations
- Best Practices in PAC Fundraising and Communications
- The Five Pillars of Grassroots
- Considerations for Staffing a Global Function
- Strategic Planning for a Public Affairs Team

Legal Guidance

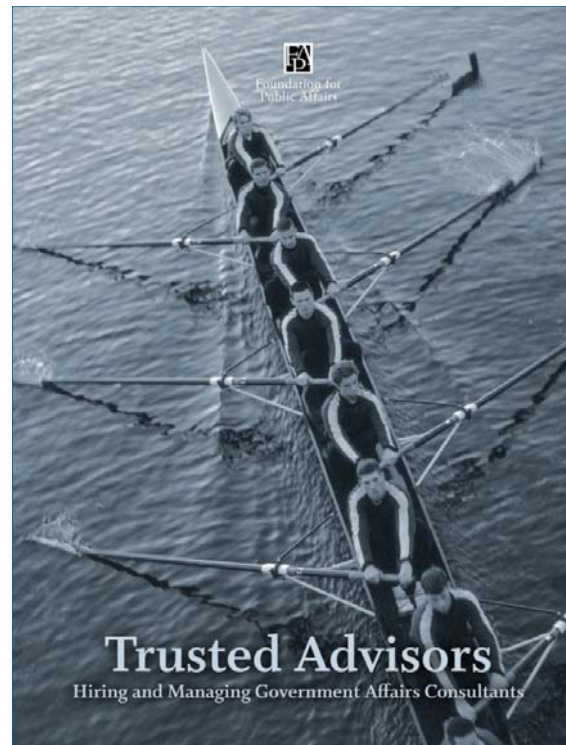
Prominent election law attorney, Ken Gross, is available to members for legal advice on federal & state issues:

- PAC & campaign finance
- Lobbying registration
 - Including grassroots
- Ethics laws



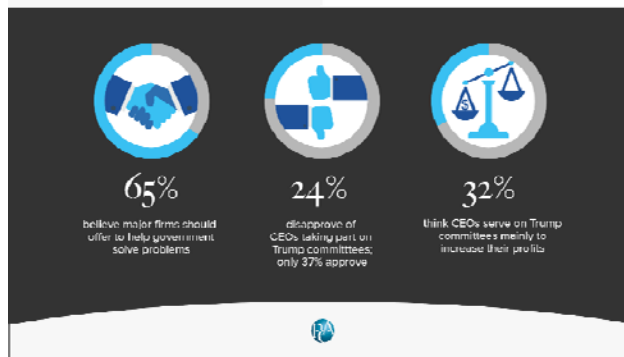
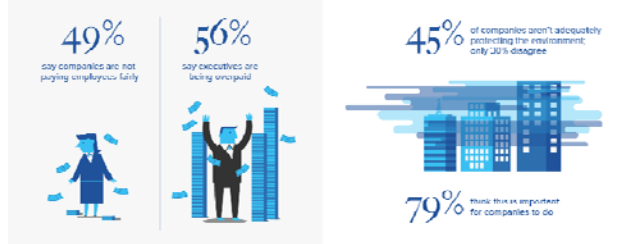
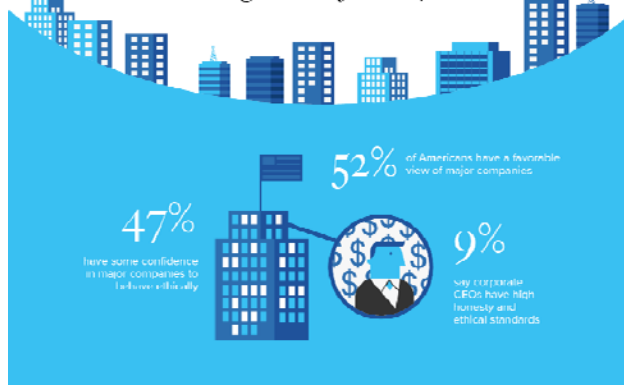
Ken Gross

Research & Benchmarking Reports

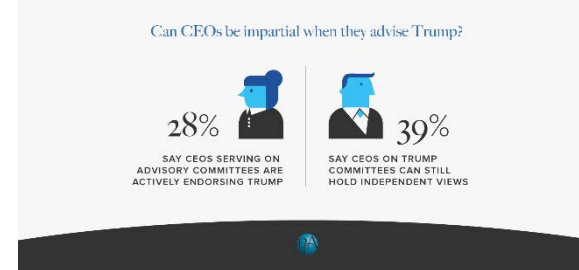
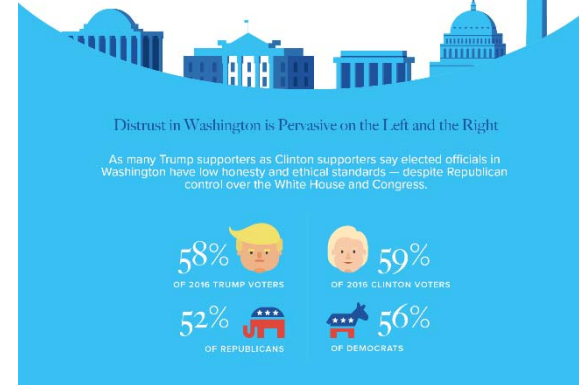


Public Affairs Pulse Survey

Low Trust and Political Winds Create Challenges for Major Companies



Trump and Clinton Voters Agree on One Thing: Washington Politicians Can't be Trusted



Public Affairs Trend Lab

PublicAffairsTrendLab.com



Resources



Science of Storytelling

Get the facts about the impact of visual storytelling by browsing case studies, white papers and reports from several organizations and authors.



Visual Learning Lab

Want to know how to reach your audience through storytelling? Let us help you craft your next visual public affairs narrative.



Show 'n' Tell

Want some great examples of visual storytelling? Or do you want to share your own story? Check out this page to do both!



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News & Analysis

Social Concerns of Concern to Business



Last May, the American Counseling Association decided to move its 2017 convention from San Francisco. The move was to protest Tennessee's "bathroom bill" allowing counselors to refuse to help transgender clients.

Even now, more than eight months later, the ACA still receives words of encouragement from other executives at conferences to tell me they support what we've done," said the director and CEO.

This decision cost ACA \$750,000, "so it wasn't an easy decision," members wanted to keep the convention in Nashville. But the board's opposition — hold a rally, for example. But the board's costly decision, which overwhelmingly reflected ACA's



Impact

October 2017

Private Sector Stepping Up During Disasters

In times of need, it's not always the government that delivers the quickest relief. Read more [here](#).

Data Crunch: Pulse Survey

In the Council's latest survey, we found that Trump and Clinton voters have one thing in common. Read more [here](#).

New Realities for State & Local Public Affairs

Takeaways from the State & Local Government Relations Conference, including how one activist can have an impact — for better or worse. Read more [here](#).

What's the Future of Big Data?

Authors Thomas H. Davenport and Jeanne G. Harris reveal how big data has changed through the years and what that means for the future. Read more [here](#).

Sign Up To Receive Impact

Upcoming Events and Education

Who's Who ... Where

New Members

Recent PPA Supporters

Find a Job

the advocacy conference
grassroots • communications • strategy

February 5 - 8
Orlando

REGISTER TODAY

THE STATE OF
CORPORATE
PUBLIC AFFAIRS
2017-2018

Order yours today!

Benchmarking
Data and Insights on:
Budgets, Staffing, Structures, Strategies,
CEO Engagement, Measurement &
Management Challenges

Maximize Your
Membership...

Innovation.

Data Crunch: Facebook, Google or Twitter?

Facebook Bests Google ... in Public Affairs Advertising

According to a recent Council survey on digital advertising for public affairs, Google is still the top digital ad platform overall, but Facebook is the preferred tool for digital public affairs advertising. Facebook is seen as especially useful for associations wanting to engage key audiences that scroll endlessly through their news feeds.

Here's what the survey tells us. In the past 12 months, survey respondents have purchased:



How to Access Expertise

- Contact staff experts
 - Customized responses to your questions
 - Sample documents from our virtual resource library
 - pac.org/about or membership@pac.org
- Download “Expertise” material from pac.org
 - Whitepapers, tip sheets, news articles, and more

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
- Best-in-class speakers



Major Conferences and Seminars

- Public Affairs Institute
 - January 8-12, 2018 Laguna Beach, Calif.
- The Advocacy Conference
 - February 5-8, 2018 Key West, Fla.
- National PAC Conference
 - March 4-7, 2018 Miami, Fla.
- Spring Executive Meeting
 - April 17-18, 2018, Washington, D.C.
- Digital Media and Advocacy Summit
 - Summer 2018, Alexandria, Va.
- State and Local Government Relations
 - Fall 2017, Alexandria, Va.



Sampling of Upcoming Programs



Communications

- Writing Workshop: Persuasive Writing



International

- Strategic Planning for International Public Affairs
- Best Practices for Global Public Affairs



Political Involvement

- Creating a Robust Election-Year PAC Plan
- Incentivizing Long-Term PAC Engagement



Government Relations

- Webinar: Compliance: LDA v. IRC Filing Methods

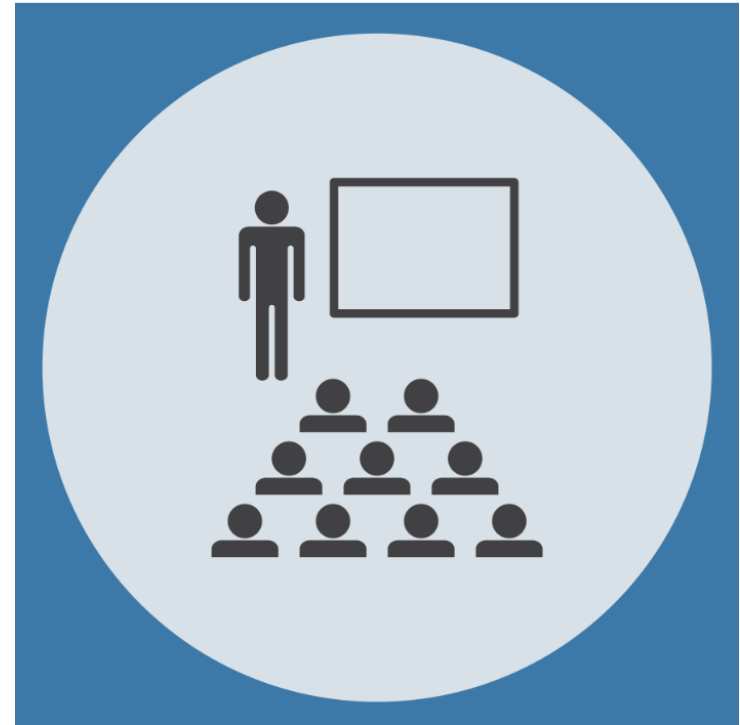
Certificate Programs

PAC and Grassroots Management
Public Affairs Management



How to Access Executive Education

- Review calendar of events and register
 - www.pac.org/conferences
- Enroll in certificate program
 - www.pac.org/certificate
- Contact staff for guidance on which program is right for you



III. Community



Mentoring



Professional Networks



- Political Involvement
- International Network
- Social Responsibility
- Association
- Emerging Leaders

Board of Directors

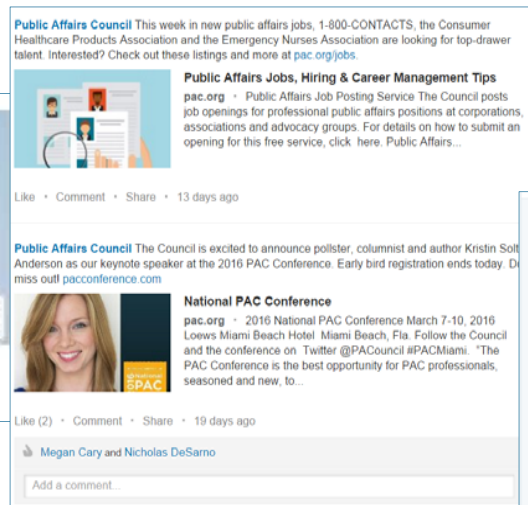
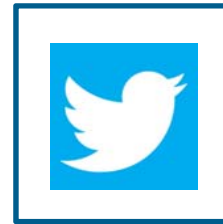


Leaders Groups



- Advocacy
- Communications
- Corporate Responsibility
- Federal Government Relations
- PAC
- State Government Relations

Social Media



@PACouncil



Accessing Member Benefits



- Member benefits are available to all employees of a member organization
- Each individual has a unique username and password to access our members-only portal

Members-only Portal Offers...



6 Ways to Get Involved Today

- **Expertise**
 - Download online resources at pac.org
 - Get to know our staff experts pac.org/experts
- **Executive Education**
 - Sign up for an event at pac.org/conferences
 - Enroll in a certificate program at pac.org/certificate
- **Community**
 - Become a mentor or mentee at pac.org/mentoring
 - Join a professional network at pac.org/networks



Contact Us

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