

The State of Corporate Public Affairs Report

Webinar for Survey Participants
Sept. 28, 2017



Focus of the Report

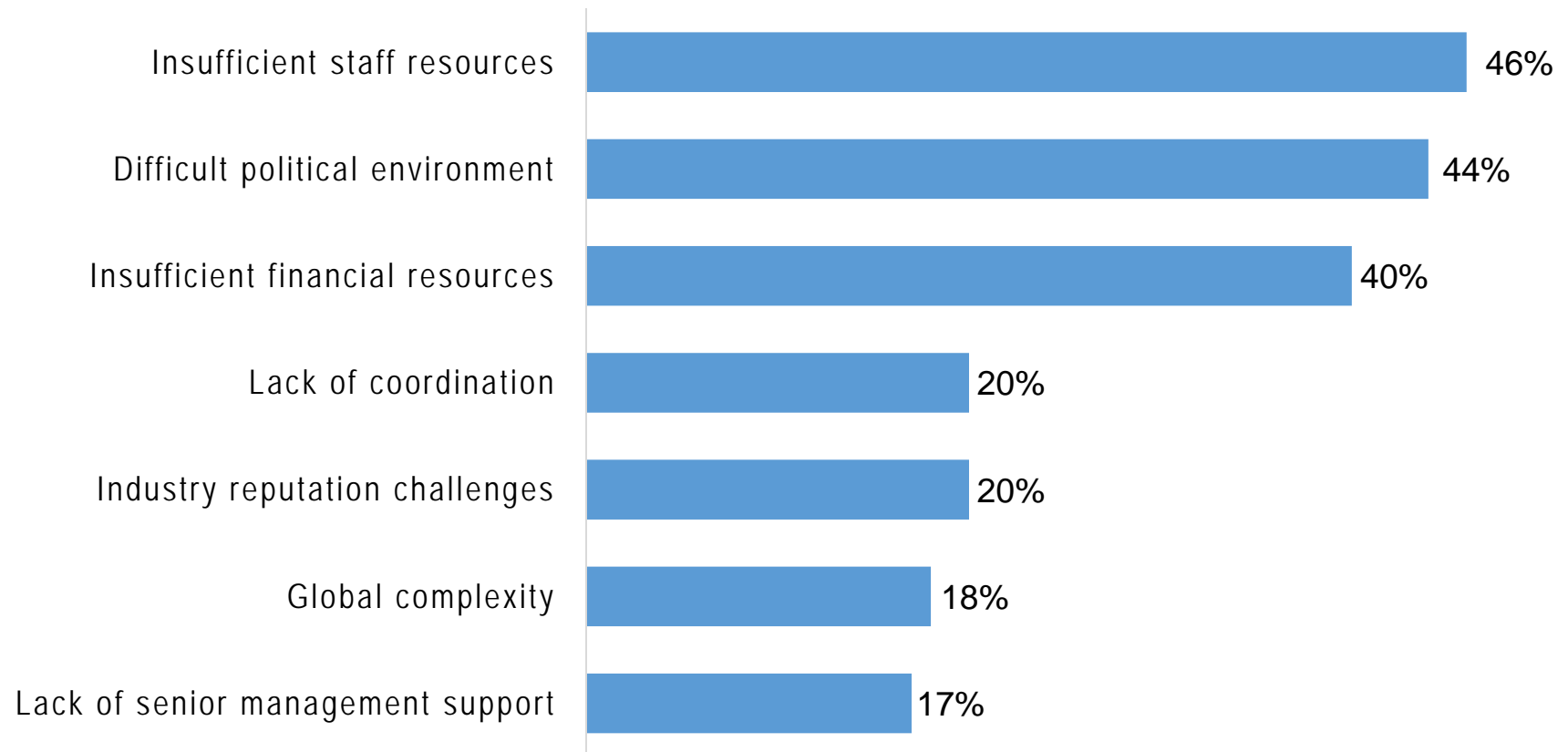
- Comprehensive report on budgets, staffing, structure, strategies, CEO engagement, measurement and management challenges
- 105 participating companies representing wide range of sizes and sectors



How to Use This Report

- Benchmark your department's financial and human resources
- Find out the most widely used measurement tools
- Assess your efforts to improve collaboration
- Learn about the greatest challenges facing public affairs executives
- Conduct a Comparative Data Analysis
 - Compare results with companies of your size or in your industry
 - Contact Dasha Iventicheva for details at diventicheva@pac.org or (202) 787-5972

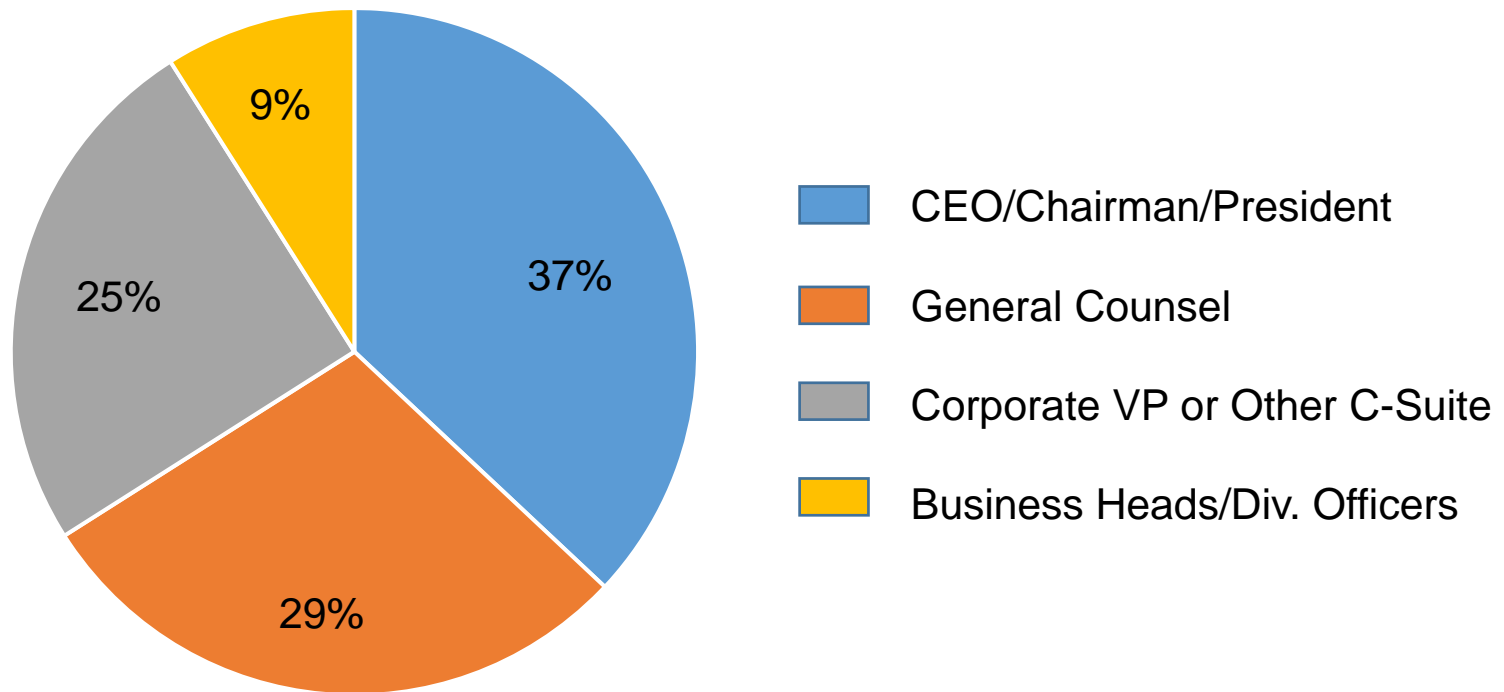
Greatest Public Affairs Challenges



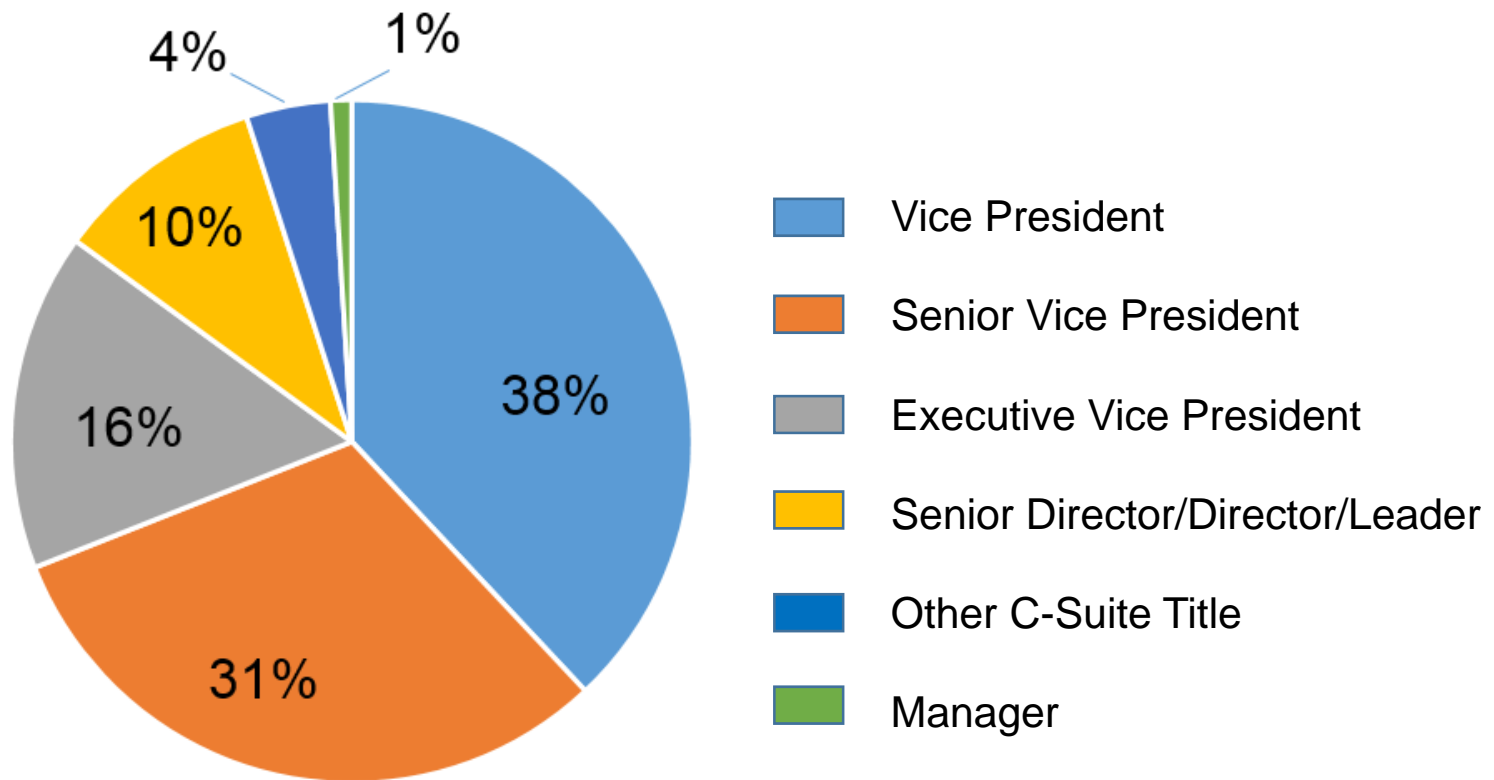
Top Four Issues Facing Profession

1. Difficult political environment, including partisanship and uncertainty about national policy direction
2. Lack of trust in corporations, government and lobbyists
3. Difficulty of calculating value of public affairs
4. Social media as driver of public engagement

Public Affairs Reporting Relationships



Senior Public Affairs Job Titles



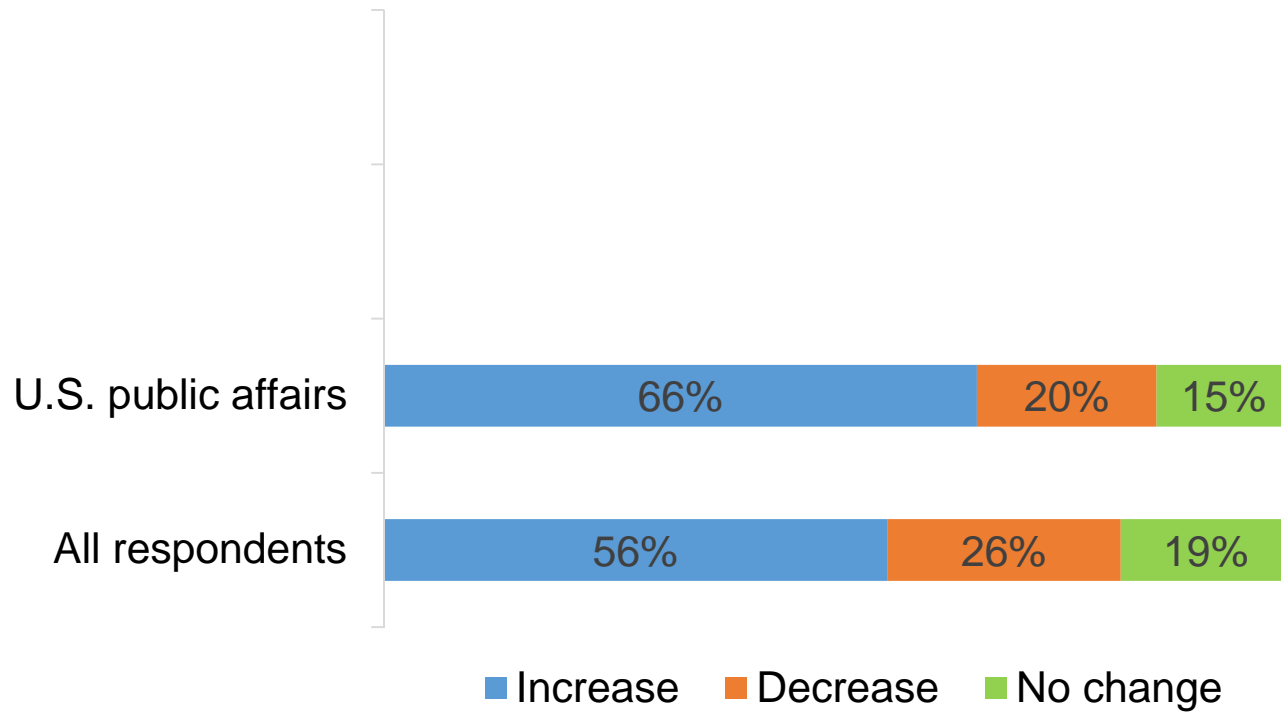
Total Public Affairs Budgets

	10th percentile	25th percentile	50th percentile (median)	75th percentile	90th percentile	n =
Full sample	\$500,000	\$1,000,000	\$3,800,000	\$10,000,000	\$20,000,000	101
Global	\$603,000	\$1,000,000	\$5,500,000	\$14,950,000	\$45,000,000	42
Regional	\$214,000	\$825,000	\$2,500,000	\$6,250,000	\$14,200,000	17
Single country	\$330,000	\$850,000	\$3,500,000	\$8,250,000	\$18,500,000	42

Factors Affecting Budget Levels

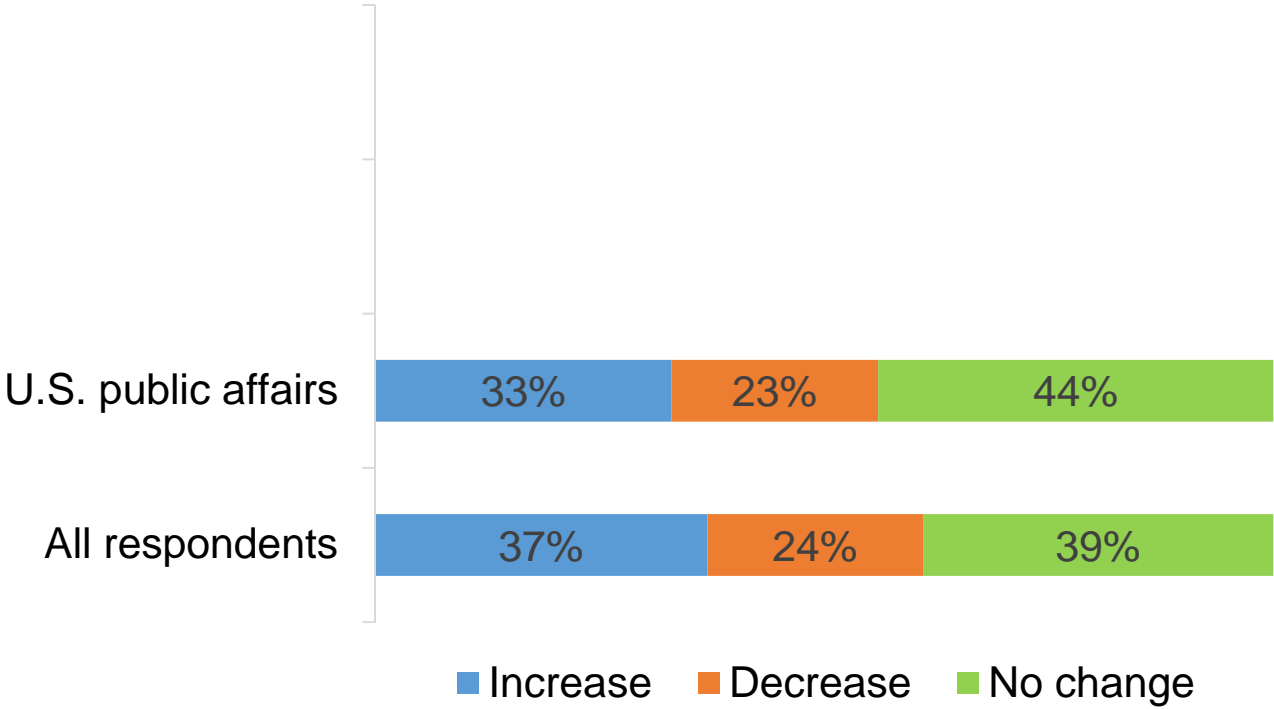
- Industry regulatory scheme
- Number and severity of legislative/regulatory threats
- Opportunities for market expansion
- Political risk and uncertainty
- Crises and scandals facing company or industry
- Overall public opinion of different sectors
- Rising public expectations
- Competition for talent

Three-Year Budget Trends



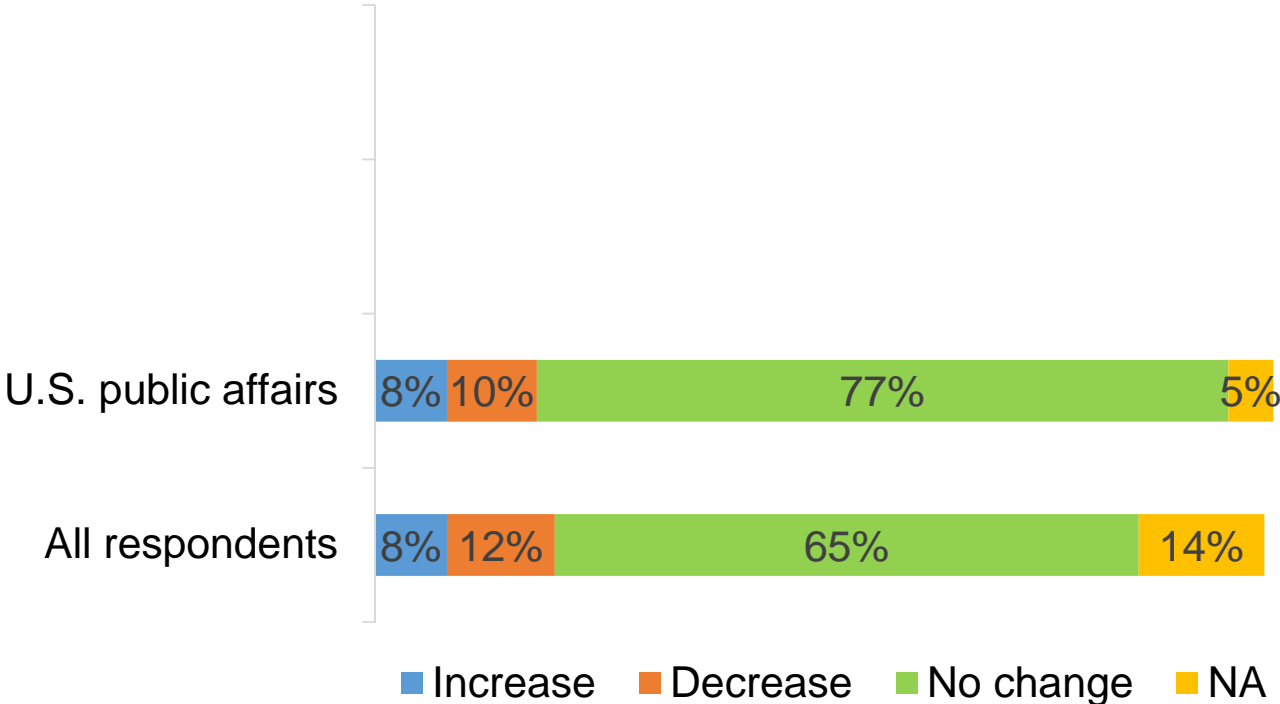
Three-Year Staffing Trends

Professional Staff

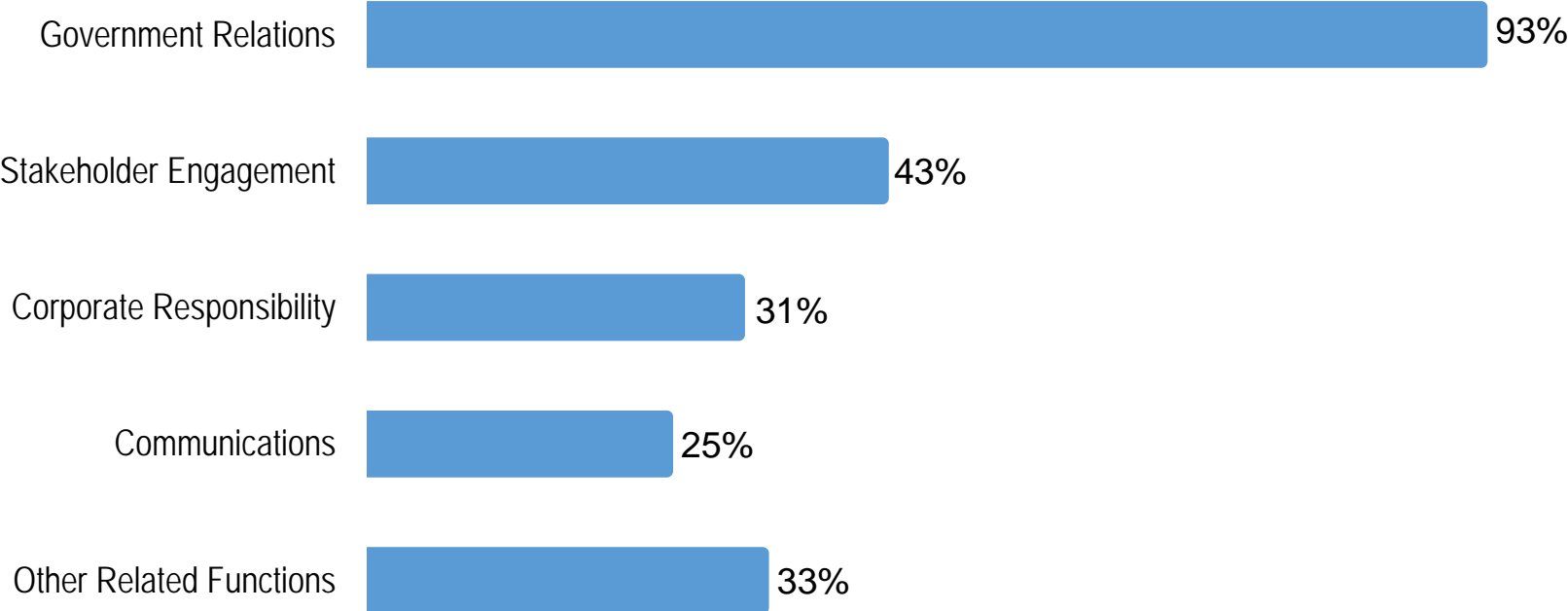


Three-Year Staffing Trends

Administrative Staff



Functions Housed in Public Affairs



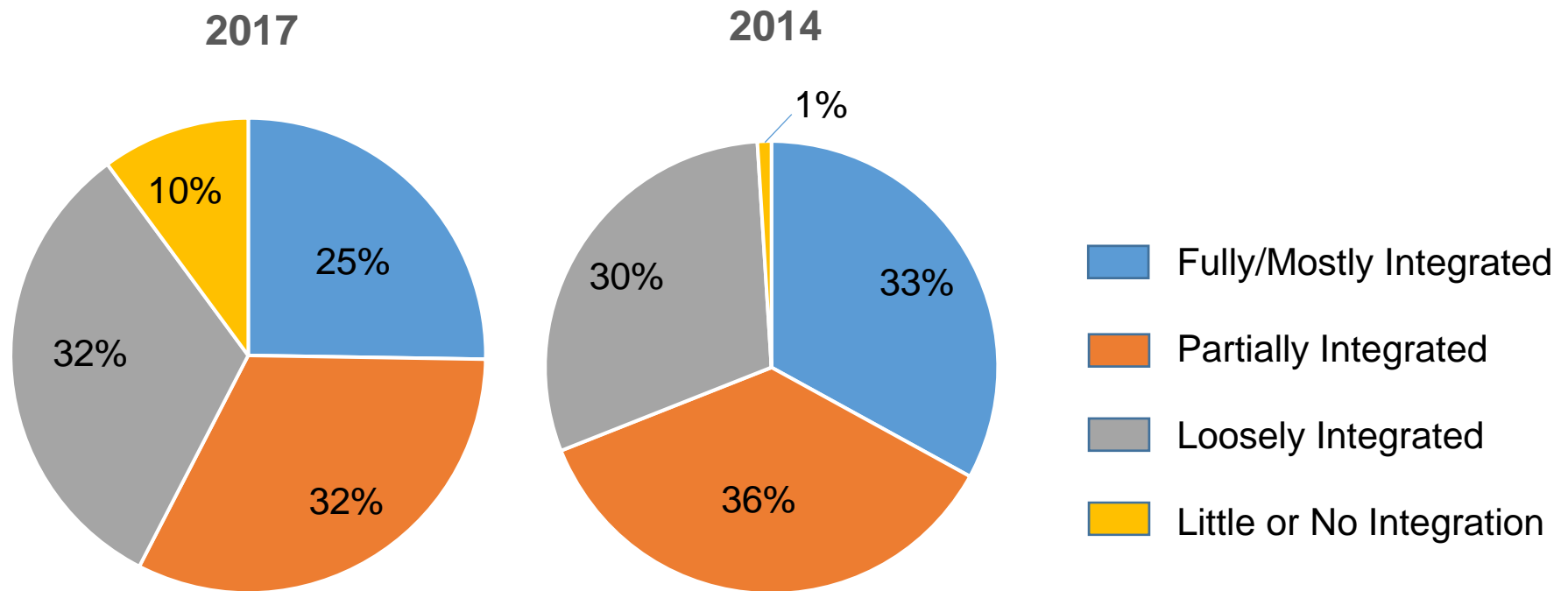
Where Public Affairs Takes the Lead

Federal or national government relations	79%
State or provincial government relations	76%
Political action committees	65%
Grassroots/grasstops programs	64%
Issues management	61%
Local government relations	62%
Business/trade association oversight	56%
Coalitions	53%
International government relations	37%

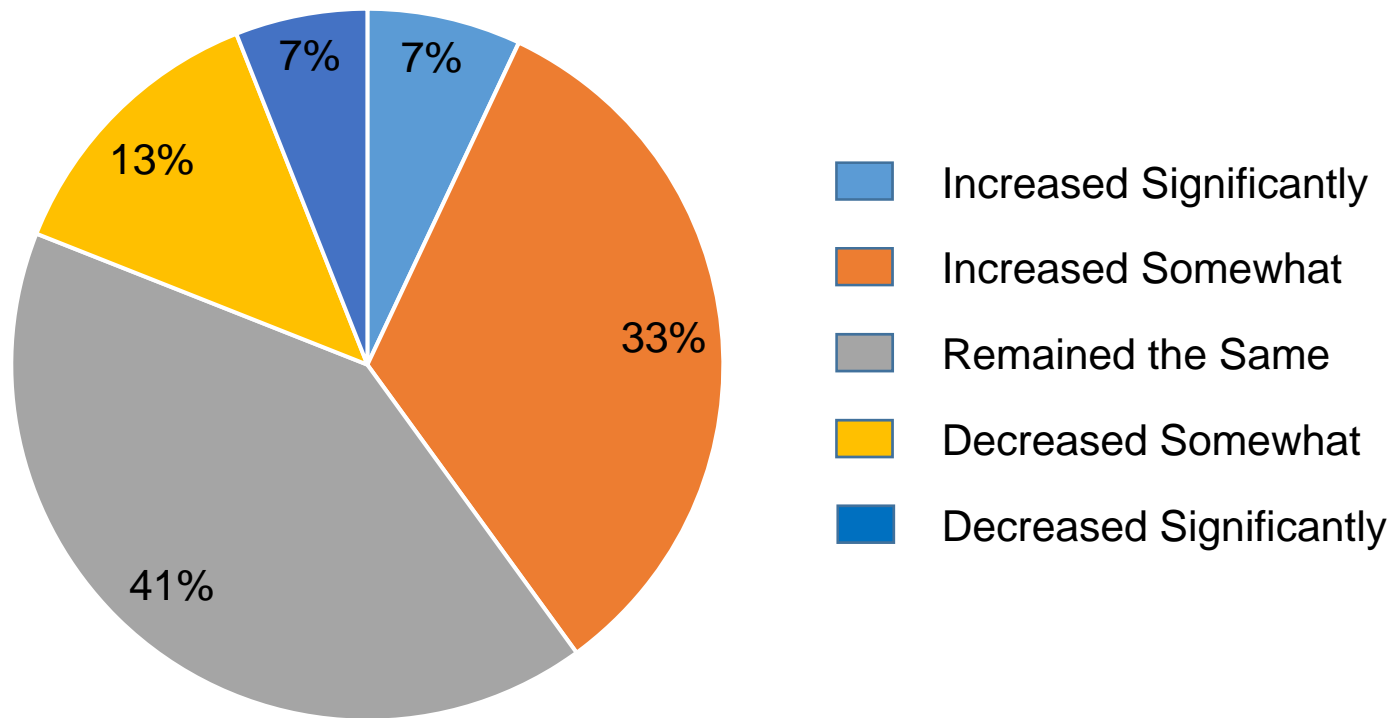
Engaging CEOs in Public Affairs

Participation in trade/business associations	71%
Lobbied/met with policymakers at national level	70%
Contributed to company's PAC	66%
Endorsed company's PAC	60%
Attended candidate fundraisers	48%
Wrote to legislators or regulators	45%
Lobbied/met with policymakers at state level	44%
Lobbied/met with policymakers at international level	33%
Endorsed grassroots participation	32%

Coordination with Communications



Consulting Budget Trends



Performance Measurement Tools

Objectives achieved	97%
Internal stakeholder satisfaction	75%
Legislative wins and losses	73%
Costs reduced or avoided	66%
Employee involvement	47%
Revenue created	38%
External stakeholder satisfaction	38%
General public perception/attitude	36%
Return on investment	27%
Volume of activity	25%

Conclusions

1. Difficult political environment has become the greatest challenge facing public affairs executives and the profession in general.
2. Median budgets for global public affairs departments have risen, but many still lack necessary staff and financial resources.
3. Public affairs departments are involved in at least 20 major external functions, either as the leader or partner.
4. Shrinking number of companies are actively coordinating their communications and government relations planning and activities.
5. Companies use a wide range of strategies for measuring performance.

Comparative Data Analyses

Compare your company to others in your industry, those of a similar size or those deemed “best-in-class.”



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The State of Corporate Public Affairs 2016-2017
Custom Report
August 24, 2017

Methodology

The data in this report are derived from *The State of Corporate Public Affairs 2016-2017* research program conducted by the Foundation for Public Affairs. This report provides data for a custom subsample consisting of the following companies:

\$10.1-\$15 Billion Revenue Subsample (companies with total worldwide revenue of \$10.1 to \$15 billion):

AkzoNobel

Aramark

Guardian

Ingersoll Rand

Land O'Lakes, Inc.

Principal Financial Group

Sasol

Shire

Solvay

Yara International

Benchmarking/Consulting Projects

The Public Affairs Council can help you tackle tough management problems and build a world-class department

- Executive interviews with cohort of leading companies
- Internal interviews with company executives
- Surveys of department team members
- Audits of your structure, processes and strategies
- Comparative data analyses
- Strategic planning and training programs

For More Information

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