

Engaging the Next Generation of Advocates

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Transform



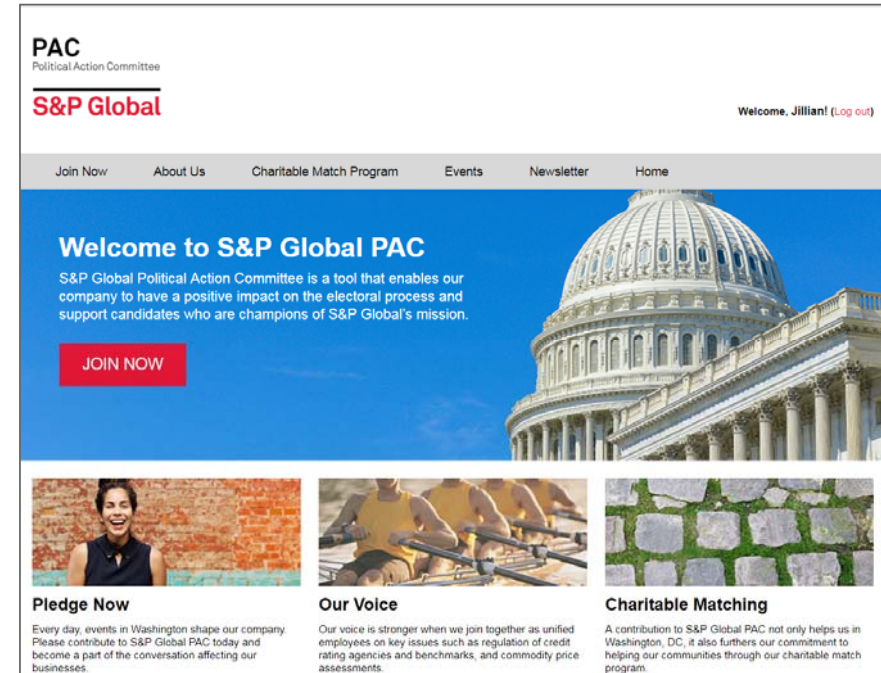
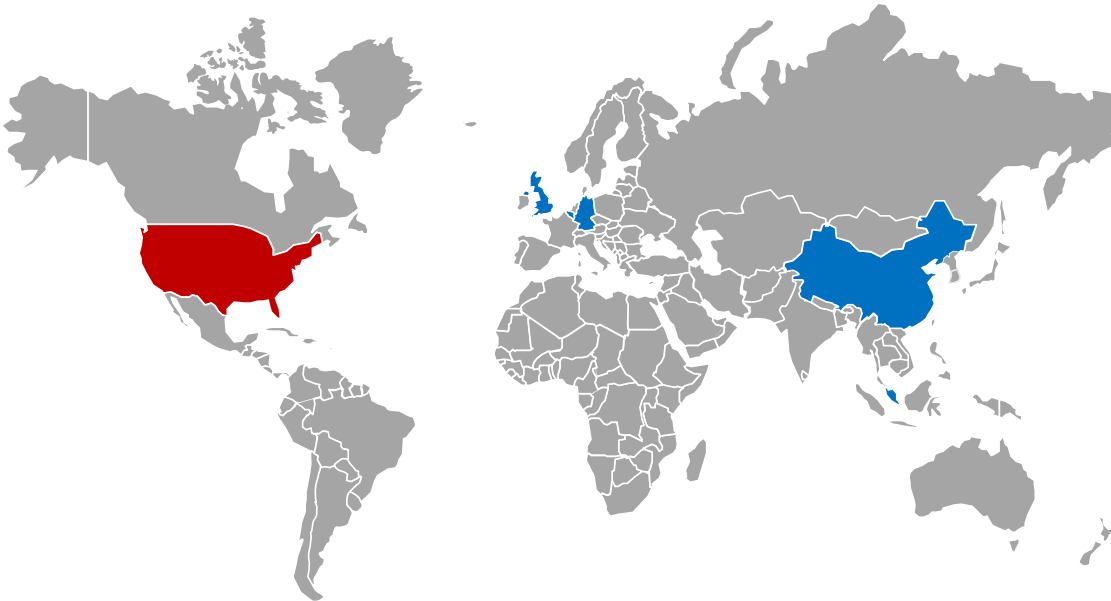
2013



2016

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Build



Started with the US team and programs, then scaled the model globally.

Educate



Demonstrated the value of government affairs via:

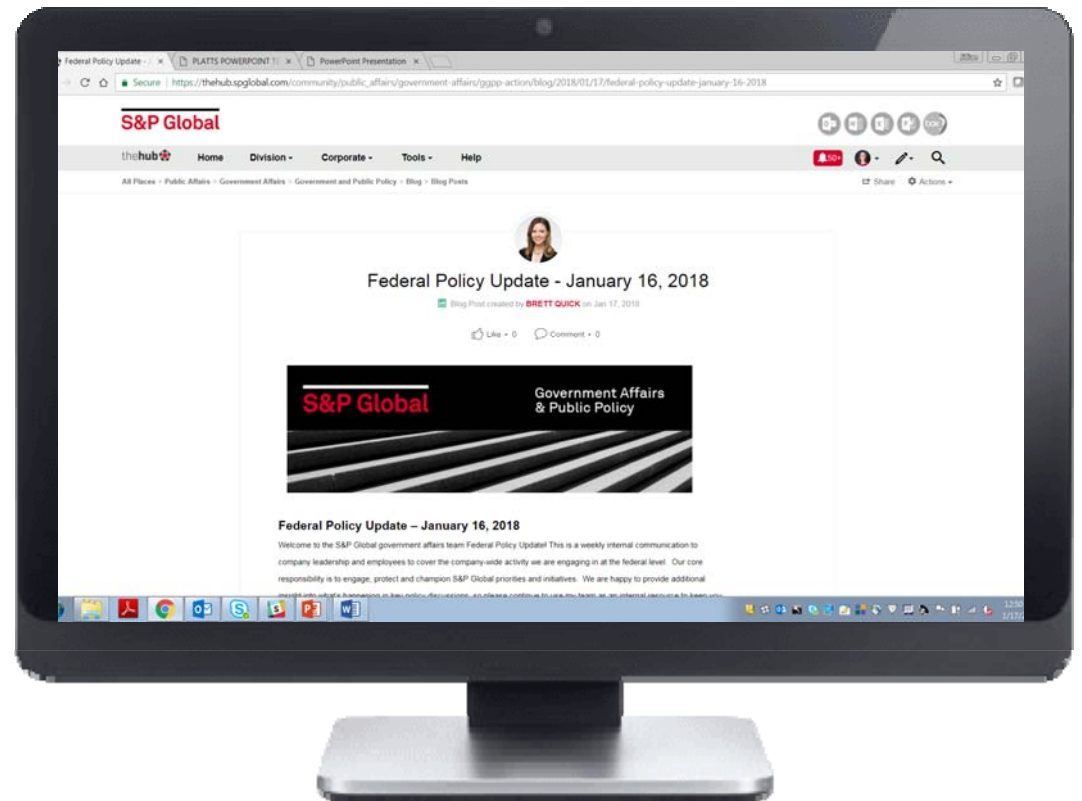
- Internal Champions
- Washington Fly-Ins
- Brussels Fly-Ins
- Office Visits

Expand

Created a low dollar PAC program and extended to a new audience.

Recruited younger PAC Ambassadors.

Increased the government affairs presence on the Company's intranet.



Include



Secured elected officials to speak at Company events.

Increased engagement with Employee Resource Groups (ERGs).

Elevated younger subject matter experts in the Company.

Innovate

Developing a future focused advocacy portfolio.

Communicating via new platforms and partnerships.



Key Takeaways

1. **Include** networking and professional development opportunities with your advocacy programs.
2. Seek out opportunities to feature policymakers at events in other departments. **Educating** employees about public policy does not have to happen exclusively at government affairs events.
3. Meet your younger employees where they are – **expand** your programs to the virtual and physical spaces they occupy.
4. Advocacy is an evolving business. Schedule a cadence to review your programs to **transform, build** and **innovate**.

Thank You