The premier executive program for senior-level public affairs professionals

January 7 - 10, 2019
Laguna Beach, Calif.
pac.org/institute
ELIGIBILITY & COMMITMENT

Classes are strictly limited to 35 participants. This ensures maximum interaction between participants and faculty. Eligible participants are senior-level public affairs professionals from leading organizations worldwide.

The Institute is designed as a three-year course of study. Participants commit to attending a four-day session every year for three consecutive years. Once enrolled, participants become part of a “class” of students that remains intact throughout the three-year program. Graduates may continue to be involved in the program by enrolling on a single-year basis as Institute Fellows. Fellows receive a substantial discount on tuition.

2019 SCHEDULE

**Monday, January 7**
2:30 p.m. Registration
3:30 p.m. Mandatory Orientation for First-Year Class
5:00 p.m. Welcome
5:30 p.m. Plenary Session
6:30 p.m. Reception and Dinner

**Tuesday, January 8**
7:00 a.m. Breakfast
8:15 a.m. Plenary Session
9:15 a.m. Break
9:30 a.m. Classes
11:00 a.m. Break
12:15 p.m. Lunch
1:45 p.m. Classes
3:15 p.m. Break
3:30 p.m. Classes
5:00 p.m. Reception
6:30 p.m. Off-Site Dinners

**Wednesday, January 9**
7:00 a.m. Breakfast
8:15 a.m. Classes
9:45 a.m. Break
10:00 a.m. Classes
11:30 a.m. Break
11:45 a.m. Plenary Session
12:45 p.m. Boxed Lunch
1:15 p.m. Classes
2:30 p.m. Free Afternoon
6:30 p.m. Off-Site Dinners

**Thursday, January 10**
7:00 a.m. Breakfast
8:15 a.m. Classes
9:45 a.m. Break
10:00 a.m. Classes
11:30 a.m. Lunch
1:00 p.m. Classes
11:30 a.m. Lunch
1:00 p.m. Classes
2:30 p.m. Break
2:45 p.m. Classes
4:15 p.m. Break
4:30 p.m. Capstone Session and Graduation
5:15 p.m. Farewell Reception

APPLICATION PROCESS

**Deadline: November 30, 2018**

The simple application form for first-year participants is posted on our website at [pac.org/institute](http://pac.org/institute).

**Tuition**
- Public Affairs Council member: $4,350
- Non-member: $5,800
- Fellow (graduate of the program): $2,150

For eligibility requirements and information on lodging and meals, visit [pac.org/institute](http://pac.org/institute)
The Public Affairs Council is the leading nonpartisan, nonpolitical association for public affairs professionals worldwide. The Council’s mission is to advance the field of public affairs and to provide members with the executive education and expertise they need to succeed while maintaining the highest ethical standards.

pac.org/institute

The Public Affairs Institute is a rigorous training program that brings together a world-class faculty and senior-level public affairs professionals to discuss emerging political, economic and social issues and trends. Participants commit to attending the four-day session every year for three years. Completion of the program strengthens a professional’s abilities as a strategic analyst, counselor to senior executives and liaison with policymakers.

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Step outside the day-to-day challenges of your job.
Focus on the broader issues that shape the business and political environments in which your organization operates.

The Public Affairs Institute combines a rigorous curriculum with small, carefully selected classes to provide participants with unmatched opportunities to learn directly from premier faculty. Speakers are issue experts from leading universities, think tanks and the top levels of government.

The Institute’s three-year course of study ensures that graduates gain an in-depth understanding of the pivotal issues in public affairs today. You will be immersed in an exceptional educational and networking environment renowned for its innovation and excellence.

“The Institute is fabulous. Over the course of three years I built a deep network and a greater understanding of movements that are shaping my work, and the work of my company and industry.”

Jennifer Walker, director, global community relations, Tate & Lyle

DEVELOPED BY EXECUTIVES

The Institute curriculum is developed for public affairs executives by public affairs executives. Topics are chosen based on input from previous graduates about the challenges that they and their organizations face.

38 YEARS of extraordinary training
HUNDREDS of extraordinary participants
BEYOND THE CLASSROOM

The Institute offers unparalleled opportunities to network and form professional relationships — not only with your peers but also with the thought leaders on the faculty. Institute faculty interact with participants in the classroom as well as during class dinners and receptions, providing opportunities to ask questions, discuss issues and learn directly from public affairs leaders in a relaxed social setting.

“The instructors and material are top-notch. The networking opportunities are fantastic. Together, they make the Institute invaluable.”

David Arthur, vice president of federal government relations
PPL Corp.

“The Institute should be mandatory professional development for public affairs executives. The content is timely and critical — and the people are even better. My network is stronger and broader as a result.”

Kevin Hennessy, director of federal, state and local affairs
Dominion Resources Inc.
**Transatlantic Relations and Global Business**
As a distinguished fellow at the Atlantic Council, Frances Burwell sees both the big picture and nuance of transatlantic relations and their impact on global business. Frances will discuss opportunities for and risks to public policy in an ever-changing international landscape, and how organizations can protect their business, customers and reputation.

**Health Care in a Changing Business Environment**
Acclaimed author and health care futurist Ian Morrison will lead a conversation on the connections between health care and business, and how forward-thinking leaders can recognize and plan for trends that could impact everything from the bottom line to employee and stakeholder relationships.

**How Generations are Transforming American Politics**
Kristen Soltis Anderson sees into the minds of millennials — and she can teach you to do it, too. Author, pollster and political contributor, Kristen will examine the motivators, goals, desires and expectations of millennials and how corporate and public affairs leaders can put that knowledge to work.

**Crises of the Modern World**
The author of the Pulitzer Prize-winning Guns, Germs and Steel will share insight on what caused the collapse of past societies — and what those lessons portend for societies to come. Jared Diamond will discuss how those broad lessons apply to corporate and policy leaders, helping them navigate opportunities and crises that affect their businesses.

**Future of Work**
Speaker to be announced
Will a machine be doing your job in five years? If not, will you have an office? How will the employee experience change? We’ll discuss the future of work and its implications for how we hire, train and build teams.

“Institute far exceeded my expectations. The program gives you a broader public affairs perspective and the strategic tools to succeed.”

Sarah Nordstrom, associate director federal government affairs, Novo Nordisk Inc.