APPLICATION PROCESS

Deadline: November 22, 2019

The simple application form for first-year participants is posted on our website at pac.org/institute.

Tuition & Meals

Public Affairs Council member: $5,000
Non-member: $6,500
Fellow (graduate of the program): $2,500

For eligibility requirements and information on lodging and meals, visit 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.

2020 SCHEDULE

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

Tuesday, January 7
7:00 a.m. Breakfast
8:15 a.m. Plenary Session
9:15 a.m. Break
9:30 a.m. Plenary Session
10:30 a.m. Break
10:45 a.m. Classes
12:15 p.m. Lunch
2:00 p.m. Classes
3:30 p.m. Break
3:45 p.m. Classes
5:15 p.m. Reception and Dinner
6:30 p.m. Off-Site Dinners

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

Thursday, January 9
7:00 a.m. Breakfast
8:15 a.m. Plenary Session
9:15 a.m. Break
9:30 a.m. Plenary Session
10:30 a.m. Break
10:45 a.m. Classes
12:15 p.m. Lunch
2:00 p.m. Classes
3:30 p.m. Break
3:45 p.m. Classes
5:15 p.m. Capstone and Graduation
6:00 p.m. Farewell Reception and Dinner
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.

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.
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

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.

39 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.

“I look forward to the week in Laguna Beach as a way to ensure that my thoughts never get stale, I don’t become complacent in my public affairs role, and that I never stop learning.”

Patrice Webb, vice president of social commitment, American Beverage Association

“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.
How the 2020 Elections Are Transforming Politics and Business

Amy Walter, national editor for the Cook Political Report, has a gift for getting to the heart of what’s really happening in the political arena. Walter will dissect the issues defining the 2020 elections — from trade wars to healthcare to immigration — and which candidates are well-positioned to capture the attention of voters. She’ll also lay odds on President Trump’s chances of serving a second term.

Understanding the New Terrorism

The nation’s first secretary of Homeland Security, former Pennsylvania Gov. Tom Ridge, will examine how national security threats have broadened and shifted. At a time when risk from home-grown terrorism is on the rise, Ridge will discuss how the government is adjusting its strategies and how the business community can help protect employees and the public.

The U.S. Supreme Court: Laying Down the Law

As a professor of law and co-director of the Supreme Court Litigation Clinic at Stanford Law School, Jeffrey Fisher is a nationally-recognized expert on criminal procedure who has worked on landmark cases involving unreasonable searches of digital information, same-sex marriage and capital punishment. He will discuss the balance of power on the court and the potential outcomes of legal issues affecting businesses.

How To Be an Antiracist

Race relations and social justice are at the forefront of policy debates in America today. Few people are better suited to lead this discussion than Ibram X. Kendi. Founding Director of the Antiracist Research & Policy Center, professor of history and international relations at American University, and winner of the National Book Award for nonfiction, Kendi will curate a discussion on racial ethics.

Dynamics of the Relationship Economy

Jerry Michalski has explored the human impact of information technology for more than three decades. He is a pattern finder, lateral thinker, connector, facilitator and explorer of the interactions between technology, society and business. And he was telling Public Affairs Institute participants about the “relationship economy” long before Uber, Airbnb, Kickstarter and TaskRabbit were invented.

The Great Divide: Religion and Politics

The relationship between religion and politics has become more contentious than ever as America’s cultural divide widens and sweeping policy changes could be just one election away. Professor Laura Olson, director of the Ph.D. Program in Policy Studies at Clemson University, will discuss how the long-standing debate over church and state has shifted in recent years and the implications both for U.S. politics and America’s standing abroad.

Earn Certificate Credit

Attendees who complete the full course of study are eligible for five credits towards the Certificate in Public Affairs Management.