NABPAC 2017 PAC Management Conference
“ADVANCING YOUR PAC AND POLITICAL PROGRAMS IN AN INCREASINGLY POLARIZED ENVIRONMENT”
November 15, 2017 ~ Washington Marriott at Metro Center ~ Washington, D.C.

AGENDA (subject to revision)

Wednesday, November 15th

7:45 a.m. Conference registration opens (Washington Marriott at Metro Center – 775 12th St., NW)
8:00 a.m. Continental breakfast – Grand Ballroom Foyer
9:20 a.m. Welcome and Introductions – Grand Ballroom A/B/C
- 2017 NABPAC President Linda Auglis – National Beer Wholesalers Association
9:30 a.m. Opening Keynote: THRIVING AMIDST UNCERTAINTY – Grand Ballroom A/B/C
Hear personal experiences from a respected Washington leader on how to survive – and thrive – during uncertain times, and come away with strategies and tactics for helping you succeed.

10:15 a.m. Break
10:30 a.m. Concurrent Breakout Sessions (select one of two 75-minute sessions)

MESSAGING AND MESSENGERS IN POLARIZED TIMES – Grand Ballroom A/B/C
In our highly-charged and fast-paced world, the words you choose, how you deliver them, who delivers them, and when they are delivered, can determine success or failure. With no room for error, learn how seasoned professionals are addressing these issues – and winning.

WHEN YOU NEED TO MAKE THE ASK... – Grand Ballroom D/E
Unless you are solely dedicated to compliance, raising money remains your top priority. If you’re relying on others to make the “ask” and they’re not meeting goals, your job – and your organization’s effectiveness – could be on the line. Maybe it’s time you step in and show them how to do it. Hear from a panel of PAC and political affairs professionals who successfully have stepped from behind the scenes to become critical fundraisers for their organizations, and learn how their programs and careers are better for it.

11:45 a.m. Break
12:00 noon THE COMMUNITY TABLE: REAL CONVERSATIONS. REAL ISSUES. LASTING RESULTS.
Join members of NABPAC leadership and our Legal Hotline and PACHelp Hotline teams for a working lunch as they help facilitate conversations on a variety of priority issues. Move from one table to another or stay put in the same group for a deep-dive on your chosen topic area. Come to this member-driven, interactive session with questions, and leave energized with answers and new ideas for success.

- ASSOCIATION TRACK – Grand Ballroom C/D/E
- CORPORATION TRACK – Junior Ballroom Salons I/II/III
Wednesday, November 15th (continued)

1:30 p.m.  Networking Break

1:45 p.m.  Concurrent Breakout Sessions (select one of two 60-minute sessions)

ISO EXCELLENCE: ADVANCING YOUR CAREER AND EXCEEDING EXPECTATIONS – Grand Ballroom D/E
Exceeding expectations and managing a successful career go hand-in-hand. Learn from a panel of professionals about steps you can take now to position yourself for career excellence in today’s competitive and ever-changing job market.

SINGLES & DOUBLES WIN GAMES: FUNDRAISING THAT GETS THE JOB DONE – Grand Ballroom B/C
Fundraising isn’t always glamorous. And you don’t always need to hit homers to succeed. Learn from peers how to achieve incremental fundraising success that hits goals and builds long-term stability.

3:00 p.m.  LET’S TALK TURKEY: A FIRESIDE CHAT WITH CHARLIE COOK & FRIENDS – Grand Ballroom A/B/C
Join Charlie Cook and his colleagues David Wasserman and Jennifer Duffy for a robust conversation that strips away the hype and hyperbole surrounding the 2018 elections and helps you better understand the tools you’ll need to navigate an effective political program through uncharted political waters that lie ahead.

4:00 p.m.  Closing Keynote: BUILDING UNSTOPPABLE TEAMS – Grand Ballroom A/B/C
You can’t single-handedly ensure that your PAC and political programs are successful – it takes a unified team working together in a disciplined and focused way. In this closing keynote address, a highly-renowned speaker who has faced unimaginable odds will share lessons designed to help you create and/or reinvigorate your own team. No matter your job description, experience, or internal challenges, this compelling message – shared in corporate boardrooms around the world – will provide you with tools needed to build an exceptional team.

5:00 p.m.  Networking Reception and PAC Recognition Gifts Showcase – Grand Ballroom Foyer
Continue your dialogue with peers during a networking reception staged amidst a showcase of PAC recognition gift ideas provided by fellow PAC professional and outside vendors.

6:00 p.m.  Conference concludes

Dress for all events is business attire. For emergency messages, please email nabpac@nabpac.org.
Thank you for your participation!