**Ragan’s 36th Annual**

**Speechwriting & Public Affairs Conference**

**New Strategies to Build Trust, Influence and Impact**

Wednesday, Feb. 21, 2024
11:00 a.m.–3:30 p.m. ET

Virtual Conference

#RaganPublicAffairs

**Agenda Presenters Pricing FAQ Sponsors Register**

 **Presented by:** Ragan Logo
 **Build bridges • Restore trust • Protect reputation • Influence policy and opinions • Engage stakeholders • Control crises • Counter misinformation • Increase impact**

Public affairs pros and speechwriters face a cascade of crises as our audiences struggle with uncertainty, bipartisanship, AI deepfakes, cybersecurity threats, weaponized disinformation and the unraveling of trust in our institutions.

The good news: You can help turn the tide, bridge divides and more confidently inform, inspire and influence your stakeholders with the strategies you learn at this Ragan virtual conference — just in time for what’s becoming an increasingly divisive election year.

Join to hear the latest insights and secrets of success firsthand from your peers as well as luminaries responsible for building consensus, connection and community around public policy issues.

**Top things you’ll learn:**

* **Hot-button backlash:** How orgs did (or didn’t) speak out on the Israel/Hamas conflict — plus why/when/how to respond to issues ranging from gun control to abortion rights.
* **New survey results:** Top challenges and solutions to help overloaded teams build bridges during a divisive election year — as reported by thousands of your peers.
* **Impactful rhetoric**: How to elevate speeches and in-person advocacy with rhetorical devices like metaphor, parallelism, anaphora, chiasmus (a JFK favorite) and more.
* **Ethical persuasion:** Psychology techniques to create action-inspiring speeches that prioritize honesty and transparency without exploiting fears or misinformation.
* **AI and deepfakes:** How to enhance stakeholder engagement and legislative tracking with AI analytics and messaging — plus how to guard against deepfake threats.
* **Inclusivity matters:** How to effectively reach all segments in your communities or stakeholder groups with culturally appropriate messaging even amid DE&I clawbacks.
* **PIO’s crisis playbook:** Essential crisis and cybersecurity strategies — including risk assessment protocols, rapid-response incident management flowcharts and more.
* **Solving for Twitter/X, Meta and TikTok:** How to retain and reach stakeholders amid social media upheavals — from Twitter/X and Meta lawsuits to TikTokbans and more.
* **Adaptable public affairs strategy**: How to inform and influence new audiences and communicate change so it’s opportunity-based instead of fear-based.
* **Misinformation, fake news and you:** Bold solutions and myth-busting steps you can take now to restore public trust in your institution, organization or execs.

**YOU’LL ALSO RECEIVE THESE EXCLUSIVE BONUS MATERIALS:**

* Speechwriters’ Inclusive Language Toolkit
* Communicating Effectively with Elected Officials
* The “State of Government Affairs” Survey
* Checklist: Remote Lawmaking Changes the Game for Public Affairs
* Creating Successful Public Affairs Campaigns: A 5-Step Approach

**Don’t miss this unique opportunity!**

 **Register now**

**Who Should Attend:**

You should attend if you spend at least a quarter of your time in any of these areas:

Public affairs • Executive Communications • Speechwriting • Government Relations • Public Information • Reputation management • Crisis communications • PR • Internal Communications • Issues Management • Social media • Storytelling • Writing • Media relations

**Top reasons to Attend This Virtual Conference:**

* NETWORK AND LEARN: Learn from and interact with top public affairs execs, speechwriters, executive communicators and government communicators.
* SWOT ANALYSIS: A breakdown of the top opportunities and challenges facing the sector—and how to strategize for each.
* EXCLUSIVE SURVEY ACCESS: An embargoed look at our annual survey of public affairs pros, government communicators—and the public you serve (in partnership with Ragan, GWU and the National Association of Government Communicators).
* IDEAS AND TEMPLATES TO BORROW: All speaker slides and presentations.

Join us for this fast-paced virtual conference to learn the latest public affairs strategies, speechwriting secrets and proven tactics you need to move missions, messages and masses.