Government Affairs... Wonks... ..and Flacks.

GETTING THEM ALL ON THE SAME PAGE (it can be done!)

#GAD2017

West Palm Beach  July 11-14

NATIONAL ASSOCIATION of REALTORS®

REALTORS® PARTY
The New Landscape
Everything Is Political

Sports

Mashable
Here's the latest Super Bowl champion who won't visit Trump's White House

Entertainment

Entertainment

The Academy Awards 2017
Oscars attack Trump: Celebs unleashed on Hollywood's big night

Weather

Weather Channel sends Trump a message: ‘Still Don’t Care? Proof You Should’
Going Beyond Consumer News

Realtors see sign ban problems

New York Senator Wants Realtors to Stop Renaming Neighborhoods

Realtors: Transfer tax hike will hurt state’s economy

Little pushes tax-free savings to buy first homes

California Senate OKs real estate fee to fund more housing
Where Do Associations Go Wrong?

#1: Creating Silos

#2: Failure To Connect Assets

#3: Situational Advocacy
Where Do Associations Go Wrong?

#1: Creating Silos

- “That’s Not My Department”
- “You Worry About X and I’ll Worry About Y”
- Let The Lawyers Worry About That
- “The Technical/Website Stuff is Not My Concern”
Where Do Associations Go Wrong?

#2: Failure To Connect Assets

• Activating Membership
• Methodical Level of Communication
• Partnering With Allies
• Leveraging Relationships
• Serving As The Connective Tissue
Where Do Associations Go Wrong?

#3: Situational Advocacy

- Hope Is Not A Strategy
- “We Don’t Have A Bill Yet”
- “Let’s See What Happens, First”
- Waiting For A Crisis May Be Too Late
- Methodical, Sustained Engagement
- Position Your Organization As THE Resource
Communications

It’s Not Just a Department; It’s Part Of An Organization’s Culture.

- View Media Engagement As An Opportunity, Not A Threat
- In Today’s Media Environment, You Cannot Prosper In Anonymity
- Commit The Planning, Expertise and Resources to Communications
Communications Integration

- Government Affairs
- Corporate
- Employees/Investors
- Public
- Legal

Communications
Valuing Communications

What is their value to the organization?

Do they have a seat at the table?

Sales is at the heart of any organization.

Are they communicating your organization's values?
The way an organization communicates is often the difference between success and failure…

…between navigating a challenge or being consumed by it.
How To Communicate In This New Landscape

1. Communicate Values
2. Localize And Personalize
3. Content Is King
4. Be Proactive
Communicate Values

- Priorities
- Goals
- People
- Vision

What Drives And Shapes Decision Making?
Communicating Values

GE Program Exposes Girls to STEM Careers
In past six years 176 girls have participated in innovative program.

Super Bowl ad lands Budweiser in US immigration debate

Starbucks Makes Global Commitment to Hire 10,000 Refugees by 2022
Your Message: Localize & Personalize

- "Living Proof"
- Demonstrate Impact Beyond Numbers
- Bring To Life The People And The Facts About Your Presence In The Community
Your Message: Localize & Personalize

Real estate issues in nation’s capital could hit home

Giving City: Realtor builds successful business on giving back
Content Is King

The Old Marketplace

The New Marketplace
Content Is King
Content Is King

Atomized, Shareable Content:

- Videos
- Graphics
- Visuals
How Do Successful Organizations Communicate?

Integration

Activation

Discipline
Integration: The Transition

Government Affairs Director

Communicator

Government Affairs
- Highly Technical
- Process Driven
- Facts/Data
- Audience
- Impact

Communicator
- Generalist
- Aspirational
- Storytelling
- Audience
- Impact
Integration: Distillation Process

• Using Technical Expertise To Position Yourself As A Resource
• Navigate The Process Toward A Beacon Of Solutions
• Use Facts/Data To Tell A Compelling Story

Shape The Viewpoints of Your Target Audience In Order to Have An Impact
Activation: “Surround Sound”

- Lobbyist/GAD
- Communicator
- Realtors
- Homeowners/Allies

Content:
- Media
- Digital
- Direct Contact

Lawmakers/Regulators

Public
Message Discipline

DISCIPLINE

CLARITY

FOCUS

PRIORITIES

UNDERSTANDING

METHODICAL ENGAGEMENT

ALIGNMENT

IS THE BRIDGE BETWEEN GOALS AND ACCOMPLISHMENTS!
Questions & Discussion