

GAD Institute 2017

**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®



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 WEFMLV

⌘ *The* ACADEMY AWARDS 2017 ⌘

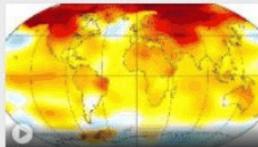
Oscars attack Trump: Celebs unleashed on Hollywood's big night

Weather

Weather Channel sends Trump a message: 'Still Don't Care? Proof You Should'



Watch Trump Make the Announcement
CLIMATE AND WEATHER



So, What Happens to Earth Now?
ENVIRONMENT



Still Don't Care? Proof You Should



...and More Proof...

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

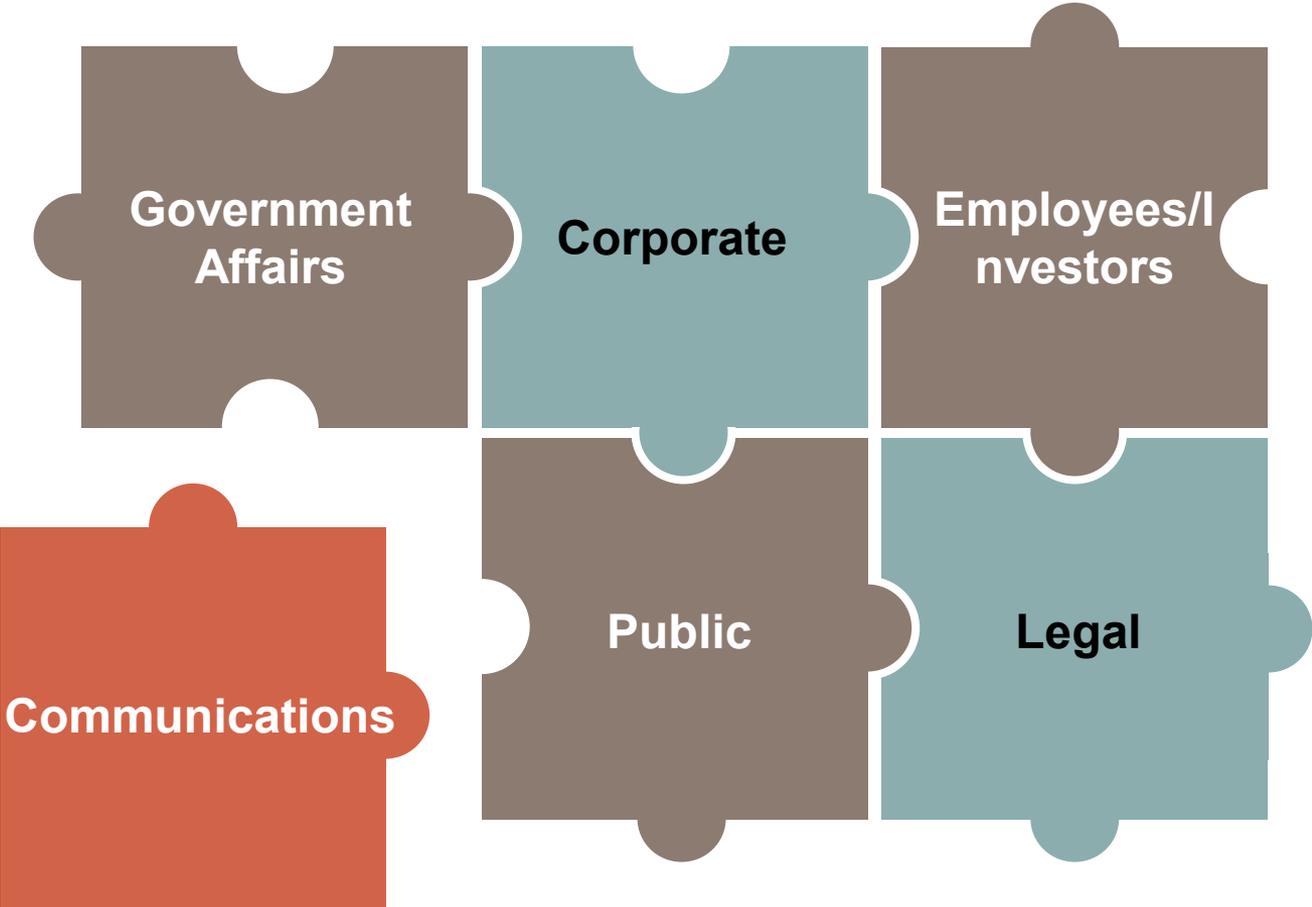
- Hope Is Not A Strategy
- “We Don’t Have A Bill Yet”
- “Let’s See What Happens, First”
- Waiting For A Crisis May Be Too Late
- Methodical, Sustained Engagement
- Position Your Organization As THE Resource

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



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?

External Communications

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

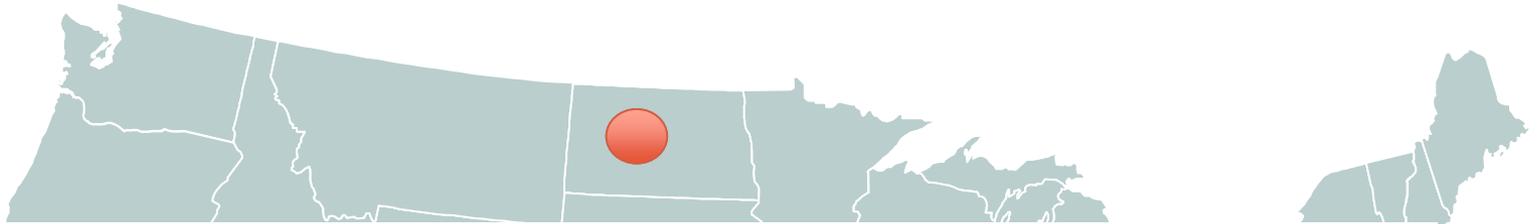


Starbucks Makes Global Commitment to
Hire 10,000 Refugees by 2022

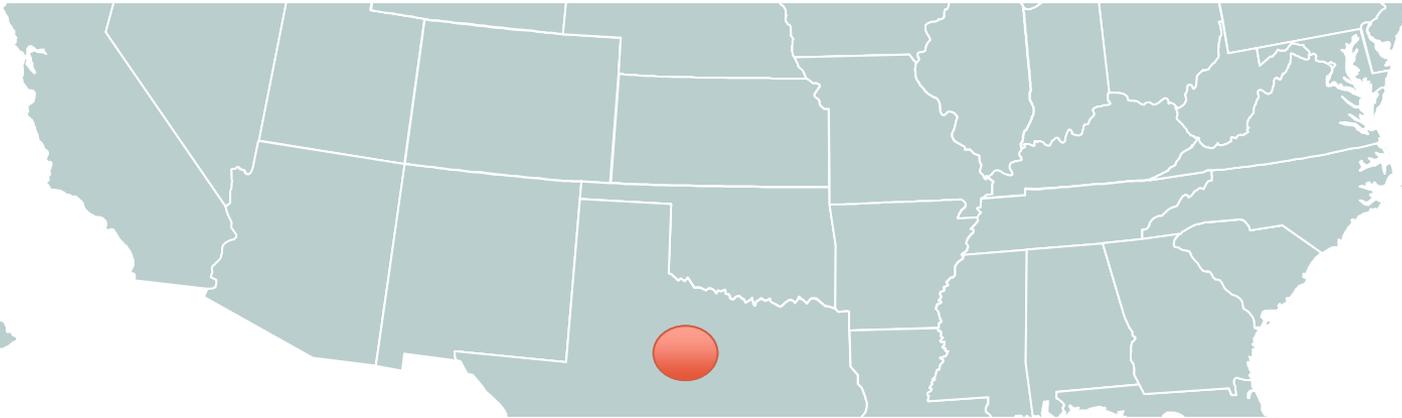
Your Message: Localize & Personalize

- 
- **"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

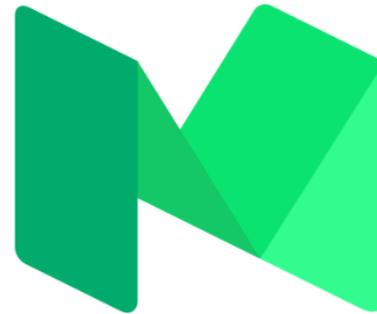
The Old Marketplace



The New Marketplace



Content Is King



Content Is King

Atomized, Shareable Content:

Videos

Graphics

Visuals

How Do Successful Organizations Communicate?

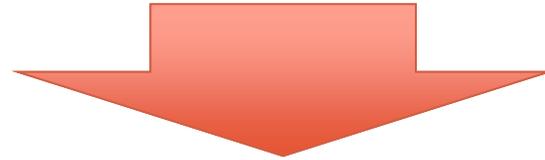
Integration

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

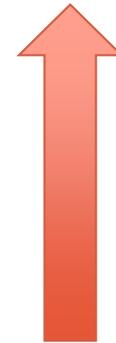
Content

-Media

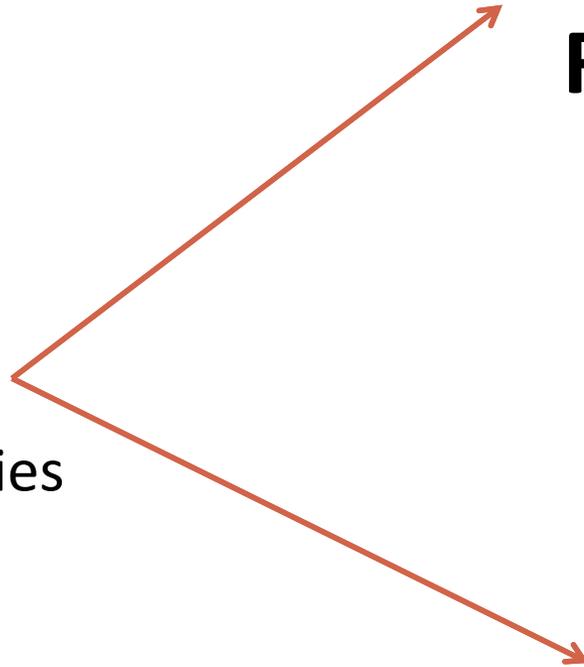
-Digital

-Direct Contact

**Lawmakers/
Regulators**



Public



Message Discipline

DISCIPLINE

CLARITY

FOCUS

PRIORITIES



UNDERSTANDING

**METHODICAL
ENGAGEMENT**

ALIGNMENT

IS THE BRIDGE BETWEEN
GOALS AND ACCOMPLISHMENTS!

Questions & Discussion