

External Relations

THE EXTERNAL RELATIONS PROGRAM connects members of the Academy with appropriate counterparts in think tanks and trade, membership and professional organizations to expand the Academy's influence in the development of sound public policy. Both individual/small group outreach and large group outreach tactics are being used in this program. Examples of techniques used in this program include:

Individual/Small-group Outreach

- ▶ Capitol Hill visits
- ▶ Executive agency visits
- ▶ Luncheons, small group meetings

Large-group Outreach

- ▶ Conference exhibiting, event sponsorship and advertising
- ▶ Capitol Hill policy or educational briefings
- ▶ Academy members speaking at conferences of related organizations
- ▶ Articles placed in other organizations' periodicals
- ▶ Image advertising
- ▶ Academy members on other organizations' work groups, or government commissions, etc.
- ▶ Reciprocal web links