INVITATION TO JOIN

Ragan COMMUNICATIONS LEADERSHIP COUNCIL

The community for senior communicators and their teams shaping the world's best work cultures and brands

INDISPENSABLE

What if you had an extensive network of fellow communicators, resources and concierge services — a virtual staff to help connect you to other leaders and answer your question immediately?

Welcome to Ragan's Communications Leadership Council

an enterprise membership with unmatched business impact and return trusted by senior communicators at leading companies worldwide.

CLC CORE 4

Your member experience supports business goals and enterprise impact for a high-performing communications team.

Brand Equity

Build strong brands to gain pricing power and stakeholder appeal.

Talent Retention

Foster purpose to reduce churn and save on hiring costs.

Net Promoter Score

Boost customer and employee endorsements to drive business growth.

Cost Efficiency

Reduce fees for learning and development, consulting, association groups, and content creation.

Do any of these statements apply to you?

- "I feel detached from other leaders in the communications community. I need to know best practices at companies other than my own."
- "I have too many things on my to-do list and not enough staff. I need help now!"
- "My staff needs constant training in best practices, but my travel and training budget can't support our needs."
- "Proving my worth to the C-suite is a constant, nagging issue. I need to know how other companies are doing this."
- "My dream is to have one source of information on best practices in internal comms, employee engagement and culture."
- "Mixternal communications is on my radar as a key strategy, but I need to know how to cultivate internal stories for the public."





Council Member Sample

3M AbbVie ADP Advocate Health-Midwest Aerospace Corporation AGCO Corporation Alberta Investment Management Allison Transmission Ally Financial Alteryx Alzheimer's Association American AgCredit American Commercial Barge Line American Heart Association Amgen Amtrak **Applied Materials** Aptiv Arch Capital Services, Inc. Archer Daniels Midland Company Arizona Public Service Arrow Electronics Arvest Bank Ascension Atlas Renewable Energy Baptist Memorial Health Care **Ball Corporation Bell Flight Benjamin Moore** Bethpage Federal Credit Union Black & Veatch BlueCross BlueShield of North Carolina **BNSF Railway** Bon Secours Mercy Health Bozzuto **Brunswick Corporation** Canada Life

Caterpillar CBRE Cemex Certinia **CF** Industries CHG Healthcare Services Chick-fil-A Children's Health Cintas Cisco Citi City and County of Denver Coca-Cola Consolidated College of Charleston College of DuPage **Colonial Pipeline** Con Edison **COUNTRY Financial CPS Energy** CUNA Mutual Group Dawn Foods DHI DPR Construction **Fisner Health** Elevance Health Enbridge **Entergy Corporation** Ernst & Young Evergy **Express Employment International** Fannie Mae FedEx First Citizens Bank FirstEnergy Corp Fresenius Kabi Givaudan Goodwill Industries of Southeastern Wisconsin and Chicago

Graphic Packaging International Hain Celestial Group HealthLinc Herbalife Hensel Phelps Hilmar Cheese Company The Home Depot Honeywell Humana Huntington Ingalls Shipbuilding IBM Idaho National Laboratory IMA Financial Group Indiana University Health Installed Building Products Integra LifeSciences Integris Health Jackson Lewis Jackson Life Jeld-Wen JM Family Enterprises Johns Manville Johnson Controls Kaiser Permanente Kamehameha Schools Ketjen Kroger L.A. Care Health Plan Land O'Lakes The Leukemia & Lymphoma Society LifeWorks Love's Travel Stops Mars Incorporated Maximus Medavie Medical University of South Carolina Merck

MetLife Miami International Airport Morningstar Nationwide Children's Hospital NextEra Energy Nissan Noblis Novo Nordisk Northrop Grumman Northwell Health Northwest Bank Norton Healthcare Novant Health NRG Energy Ochsner Health ONE Gas Oracle Paria Fuel Pfizer Philip Morris Poarch Creek Indians Power Design **Progressive Insurance** PwC. OuadReal RBC **Regeneron Pharmaceuticals** RFI ResMed Robert Half Rollins **RTI** International Rush University Medical Center Sammons Enterprise SAP Sarah Bush Lincoln Health Center Sensata Technologies

Southern Company Gas Spirit AeroSytems Sun Life Syngenta **Talcott Resolution** Tampa Electric Tapestry TELUS Terracon Texas A&M University The Roman Catholic Diocese of Orange County Thermo Fisher Scientific Thrivent T-Mobile UCLA Health UKG United States Marine Corps **Universal Destinations & Experiences** University of Alabama University of Colorado Anschutz Medical Campus University of Georgia University of Utah Health U.S. Navy Vertex Veterans Affairs Rocky Mountain Network Weber Wespath Benefits and Investments Western & Southern Financial Group Westfield Whole Foods Market Workday Zoetis



















Benjamin Moore









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Member Testimonials



Ragan

COMMUNICATIONS LEADERSHIP COUNCIL

"Being a member of Ragan's Communications Leadership Council has been an invaluable experience. The access to industry leaders, cutting-edge learnings, the group brainstorming and interactive sessions are particularly beneficial, providing a platform for dynamic discussions and innovative ideas. This is a must for anyone looking to elevate their communications strategy and leadership skills."

Jennifer Lynn Davis Chief Communications Officer Hain Celestial



"Ragan's [Council] offers unmatched opportunities for team training and peer-to-peer networking in a fast-moving world where top-notch communicators are needed more than ever."

Eric Brown Director, Corporate Communications Johns Manville



"After two years of membership, I cannot imagine not having this wonderful community of peers to exchange ideas, conduct reality checks, collaborate, commiserate and laugh with. I look forward to every educational opportunity, think tank and member retreat. There is value beyond measure in being part of Ragan's Communications Leadership Council."

Karen Testa Director | Global Communications Bell



"The collaboration and sharing of information among my peers is tremendously valuable. It's so reassuring to recognize that I'm not alone in my struggles and challenges. We, as professional communicators, are stronger together. Ragan's Council helps unite us and facilitate an effort to enhance our growth and capabilities."

Mike Pagel Director, Employee Communications and Engagement BNSF Railway

Benefits of Membership

FOR THE SENIOR COMMUNICATIONS LEADER:

- The Ragan FrameworkSM. This is one of the most unique offerings of the Council. Your Learning Advisor is your personal guide to The Ragan FrameworkSM, your blueprint for learning pathways that will futureproof leaders and learners at all career phases on your team.
- Exclusive Online Portal. Our members-only online portal gives you instant access to other senior leaders and our concierge desk. Have a question about mobile engagement apps? Or communication measurement? Post your questions and get answers. This is also where you will find the member resource library filled with articles, templates, best practice guides, and more.
- Attendance at two member-only leadership retreats. Join fellow senior communications leaders in an exclusive, premium setting for peer networking, best practice sharing, case studies, outside speakers and moderated discussion. Expenses for two hotel nights, meals and activities per program are included in your membership fee.
- **Proprietary market research and data.** Members receive quarterly proprietary research and data reports.
- **Executive Coaching.** Get private coaching sessions online every month to help you hone your leadership skills, manage your team, tackle business challenges and grow as a communications professional.
- Business Fluency Coaching. You are entitled to 3 hours of business fluency coaching each membership cycle to sharpen your financial understanding of your organization or industry.
- **Strategic Comms & Content Coaching.** You are entitled to 3 hours of storytelling sessions each year to enhance your messaging and effectiveness.
- **Presentation Training.** Receive 1 hour of presentation training per membership cycle (while sessions remain available) and become more polished, concise and memorable.
- Global Communications Coaching. Receive 1 hour of training per membership cycle to elevate your work with a global perspective.

- Generative Al Coaching. Members receive a 1-hour session per membership cycle offering counsel on GenAl for communicators.
- Wellness Coaching. Receive up to two 30-minute sessions per quarter per member membership cycle (while sessions remain available).
- **Preferred Partner Discounts.** Members receive exclusive discounts on communications products and services.
- Group Collaboratives. Join quarterly calls for deeper dives into specialized challenges for AI, DEI, mixternal comms, key verticals and more.
- Unlimited Job Board Listings. Post your open comms jobs to Ragan's Job Board reaching 150,000+ professionals.
- Networking / problem-solving calls and regional meetups. Each month there are two calls — one on timely topics, member case studies and best practices; the other an open forum for networking and exchanging ideas.
- Annual State of Communications. Benchmarking report and quarterly briefing reports on topics ranging from measurement to org structure to upskilling.
- Advisor Outlooks and Analyst Briefings: Receive exclusive resources written by domain experts that distill macro issues into timely, actionable insights for communicators.

Unparalleled Benefits

FOR YOUR COMMUNICATIONS TEAM:

Concierge Services

The Council Works for You!

Our concierge is an extension of your team and is always ready to curate content, help you find resources or make new connections.

Need the latest research on employee engagement?

Our staff will quickly compile and deliver it to your inbox.

Want introductions to other senior communications leaders facing similar challenges? We'll make the calls and facilitate the conversations

We are ready to provide the following (and more):



PEER-TO-PEER INSIGHT

- Hybrid Work Culture
- Reaching Frontline Workers
- Employer Branding
- Manager Communication
- Long-Term Comms Planning
- Public Relations Strategies
- Comms Budget Planning
- Change Management



TEMPLATES

- Employee Surveys
- Crisis Comms Planning
- Social Media Policies
- Employee Comms Measurement
- When Brands Should Take a Stand
- Al Guideliness
- Town Hall Announcements
- Press Releases
- Speechwriting



RESEARCH

- Comms Org Structures
- Thought Leadership
- DE&I and ESG Campaigns
- Performing Comms Audits
- Talent Acquisition and Upskilling
- Communication Technology
- Budgeting & Resources
- CEO Perceptions

Additional Benefits

FOR YOUR COMMUNICATIONS TEAM:

- Four complimentary registrations to Ragan's in-person conferences. Use these free registrations for yourself or transfer them to a colleague. You can redeem up to 2 passes per event. Our world renowned conferences have included hosted events at Disney World, Microsoft, The Coca-Cola Company, Facebook and Amazon. Added benefit: After using your free registrations, you'll receive 30% off the registration price of any additional conferences or workshops you'd like to attend.
- Access Ragan conferences on-demand. You and your team can watch our premier programming at your convenience.
- Virtual event access. Your team will have access to nearly all virtual events on the day they are scheduled. This also includes nearly all webinars and virtual summits, conferences and certificate courses.
- Team access to RaganTraining.com—the industry's premier elearning platform for corporate communicators. This video training portal includes over 800 hours of best practices sessions from Ragan's highest-rated conferences, webinars and virtual summits.



- Editing & Proofing Services. Council members receive up to 2 hours of editing and proofing services a month. Send us your content and we'll send it back polished and ready for delivery to your stakeholders.
- **20% discount on a custom workshop with RCG.** Need in-person training on anything from writing to brand journalism to crisis communications? RCG can help.
- Unlimited job postings on Ragan's Job Board.
- 15% discount on all submissions to Ragan award programs.



Additional Benefits

FOR YOUR COMMUNICATIONS TEAM:

Group Learning

Gather your team for up to ten, 60-minute team learning sessions per year. These sessions are exclusive to CLC and not available elsewhere. Topics include workplace culture, manager communications, leadership, DE&I, writing and editing, generative AI and ESG.

Sessions are led by experienced instructors, and include downloadable workbooks or study materials to help your team implement key takeaways.

Date	Training Session
May 2025	Ten Al Skills to Make You Indispensable in 2025, Pt 1
June 2025	Connecting Communications' Work to Business Goals
July 2025	Leadership Communications
August 2025	The Most Critical Questions About Business and Finance [That Perhaps You've Been Afraid to Ask]
October 2025	Ten AI Skills to Make You Indispensable in 2025, Pt 2



Additional 2025 dates and topics forthcoming

Benefits Spotlight

ARTIFICIAL INTELLIGENCE (AI)

The Council offers managed learning to help leaders and their teams apply AI in smarter ways.

Ragan's own blended learning approach for Al includes instruction, peer exchanges, coaching, literature and field visits for communicators at each step of their knowledge journey.

The Ragan FrameworkSM provides a practical map that supports training for CLC members at all levels of experience, paced according to each learner's bandwidth and business priority.



At a Glance

learning pathway



meetups each quarter

personalized guidance

reporting on AI trends, tools and proven tactics

And there's more!

Here are two promises we make to you:

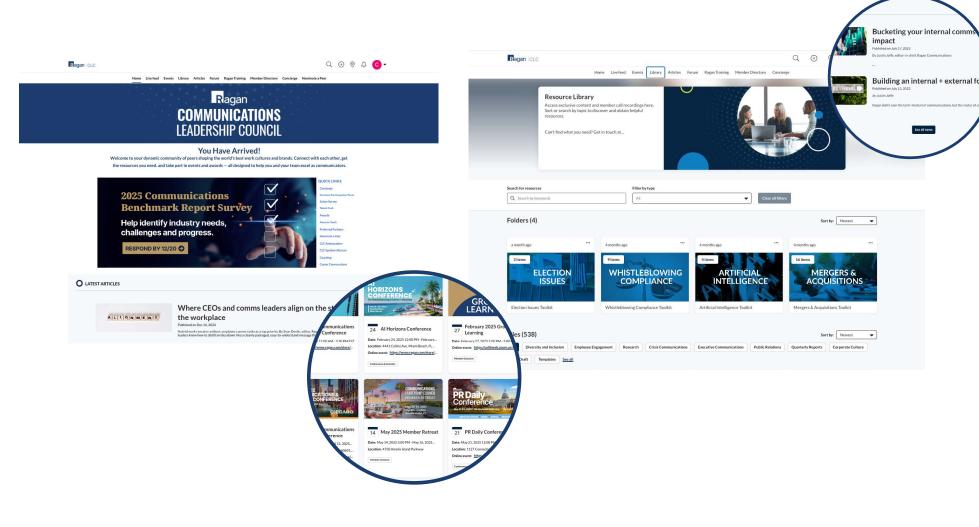
- Only senior-level communicators are allowed on the Council. We've hand-picked and invited each member based on their experience and position within the company.
- You will not be sold to. The Council is comprised of practitioners. No vendors or service providers are allowed. Period.

What separates us from the rest?

- Personalized service from our concierge staff to help answer your questions and connect you to the right expert and Council members. Consider us an extension of your team.
- We design elevated leadership retreats, member calls and learning experiences for the members we serve. We provide a safe space for "group therapy" where members can share their challenges, best practices and support one another.
- Both you and your team have the opportunity to get guided, hands-on training and coaching on the most pressing topics – all in one, comprehensive membership package.

Council Portal

Members have access to Ragan's Communications Leadership Council Portal. In this portal, members are able to post questions for their Council peers, receive a daily digest email of portal conversations and tap into the regularly updated Council Resource Library. Besides the Concierge desk, there's no faster way to build relationships and improve your knowledge while learning how others are communicating internally and externally.



Coaching Included with your membership

EXECUTIVE LEADERSHIP



Spark Insight coaches and company co-founders, Mary Olson-Menzel and Melissa Shahbazian, help leaders develop their executive presence, manage conflict and inspire teams.

BUSINESS FLUENCY



Karen Vahouny, George Washington University professor and business fluency/communications expert, is

ready to help you become more fluent in the economics of your organization. She'll outline important concepts for financial reporting, help you identify key metrics for competitive analysis and more.

STRATEGIC COMMS & CONTENT



Strategic communications goes beyond storytelling — it's about aligning messaging with business goals and

standing out in a crowded market. RCG co-founder and award-winning journalist Jim Ylisela helps communicators refine messaging, audit content, train teams and restore creative storytelling.

GLOBAL COMMUNICATIONS



Gina London is an Emmy-winning former CNN anchor based in Dublin, Ireland. Her work in

employee engagement, presenting, media messaging and storytelling has taken her to over 50 countries in five continents. She specializes in transforming executives into more engaging, dynamic and memorable leaders.

GENERATIVE AI FOR COMMUNICATORS



Catherine Richards is the founder of Richards Creative and the editor of "Making GenAl Work for Work"

and The Strategist Blog. An advocate for ethical AI, she specializes in leveraging gen AI to revolutionize content creation and the future of work and has a history of developing successful strategies for major tech companies.

MEDIA INTERVIEWS & PRESENTATION TRAINING



As a veteran network news anchor with 15 years at NBC News, CNN Headlines News, and MSNBC, Lynn

helps transform executives from subject matter experts into influential business leaders. Her proven methodology will help you command attention and deliver complex messages with clarity and confidence.

WELLNESS COACHING



Lofti Founder, Karianne Michelle, leans on 20+ years of global comms experience and in-depth

wellbeing expertise to empower leaders with a data-driven approach to wellness initiatives. She helps leaders avoid burnout through employee insight and approachable programming to support a calm and collected mindset.

Upcoming Conferences & Events

2025

APRIL 2025

- Writing Certificate Course | Virtual | Apr 16, 23 and 30
- Change Management Certificate Course | Virtual | Apr 29, May 6 and 13

MAY 2025

- Communications Leadership Council Member Retreat | Amelia Island, FL | May 14-16
- Al Certificate Course | Virtual | May 7, 14 and 21
- PR Daily Conference | Washington, D.C. | May 21-23

JUNE 2025

- Leadership and Comms Certificate Course | Virtual | Jun 11, 18 and 25
- CLC Tech Summit | SAS Campusl | Cary, NC | Jun 11-12
- Crisis Communications Virtual Conference | Virtual | Jun 17

JULY 2025

• Public Relations Certificate Course | Virtual | Jul 9, 16, 23 and 30

AUGUST 2025

- The Employee Experience Conference | Anaheim @ Disneyland | Aug 5-7
- Manager Communications Certificate Course | Virtual | Aug 6, 13 and 20

OCTOBER 2025

- Marketing Certificate Course | Virtual | Oct 1, 8 and 15
- Internal Communications Conference | Seattle @ Microsoft HQ | Oct 14-16

NOVEMBER 2025

• Future of Communications Conference | Austin | Nov 12-14

DECEMBER 2025

• Communications Leadership Conference Member Retreat | Carlsbad, CA | Dec 10-12

2026

MARCH 2026

• Social Media Conference | Orlando @ Walt Disney World | Mar 9-11





*Not all planned events are listed. Events are added to Ragan.com/events daily. Visit the website or the Council portal for the most up-to-date schedule. Events subject to change.

Regional meetups throughout the year

Invest in yourself, your team and the growth of your business.

Reach out at JoinCouncil@ragan.com

