



**Ragan**  
**COMMUNICATIONS**  
**LEADERSHIP COUNCIL**

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**INVITATION TO JOIN**

**The premier membership community  
empowering high-performing  
communications leaders and teams.**

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## Ragan's Communications Leadership Council is more than a membership — it's a strategic advantage.

In this community of leadership peers, you gain insights, perspective and real-world solutions to expand your influence and drive lasting results across your organization.

At the same time, you invest in your team with world-class communications learning that sharpens their competitive edge.

### **CLC CORE 4** Your member experience supports communications as a core business activity.

**1**

### **Brand Equity**

Build strong brands to gain pricing power and stakeholder appeal.

**2**

### **Talent Retention**

Foster purpose to reduce churn and save on hiring costs.

**3**

### **Net Promoter Score**

Boost customer and employee endorsements to drive business growth.

**4**

### **Cost Efficiency**

Reduce fees for training, development, associations and content creation.

# You Are in Good Company

Members of the Council represent a broad range of verticals.



# Membership Benefits

Both you and your team gain from the Council's dual-track membership structure, which includes benefits in these key areas:

- **Peer Community and Leadership Growth**
- **Learning and Development**
- **Services That Expand Staff Capacity**



As the principal member, you receive personalized coaching, concierge support and a global peer community to navigate fast-moving, disruptive, and game-changing trends.



Your team receives managed learning experiences that are tailored individually and set to your business KPIs.



Ragan's Communications Leadership Council is invaluable. The access to industry leaders, cutting-edge learnings and interactive sessions are particularly beneficial. This is a must for anyone looking to elevate their communications strategy and leadership skills.

*Jennifer Lynn Davis*  
Chief Communications Officer  
Hain Celestial



What I love most about the Council is the content personalization, the variety of cases studies and the opportunity to learn from diverse industries. I value the coaching opportunities and feel Ragan is close to our work and our teams.

*Juliana Posada Cardona*  
Head of Communications Oracle Latin America  
Oracle

# Membership Benefits

## PEER COMMUNITY AND LEADERSHIP GROWTH

 *For you, the principal member.*

### Leadership Retreats

Principal members gather twice a year for networking, hackathons, best practice-sharing and immersive learning at premium resorts.

### Online Portal

Get instant access to other senior comms leaders, our concierge desk, resource library, premium content, and calendar of events.

### Advisor Briefings

Receive exclusive resources written by domain experts who distill macro issues into timely, actionable insights.

### Virtual Cohorts and Collaboratives

Join smaller “peer advisory” groups created for members to dive deeper into key areas based on shared interests or challenges.

### Think Tanks and Peer Presentations

Gather for twice-monthly calls — one on timely topics and member case studies; the other an open forum for focused problem-solving.

### Peer Introductions

Obtain candid advice from members who have experienced the challenges you are now facing.

### Personalized Coaching

Meet one-on-one with our coaches to challenge your thinking, nurture innovation and improve your leadership skills.

#### Our coaches specialize in:

- ✓ Generative AI
- ✓ Global Communications
- ✓ Executive Coaching
- ✓ Business Fluency
- ✓ Media and Presentation Training
- ✓ Wellness Coaching

## LEARNING AND DEVELOPMENT



*For you and your team.*

### Ragan Training

You and your core team enjoy unlimited access to the Ragan Training e-learning platform with self-guided video courses and bonus materials.

### Conference Passes

Member companies receive four free all-access passes to signature Ragan conferences, renowned for their best-in-class content and subject matter experts.

### Group Learning

Sharpen skills by joining our sequence of ten, 60-minute webinars per year.

Topics include manager communications, writing, business fluency and more.

### Virtual Conferences and Certificate Courses

Members can attend virtual conferences and enroll in Ragan and PR Daily certificate courses.

### The Communications Framework™

Partner with your Ragan Learning Advisor to provide your learners with roadmaps to achieve excellence in communications.

### Online Resource Hub

Members have access to an extensive digital resource library which includes exclusive articles and research on crisis management, CEO successions, AI, M&A planning and other timely topics.

### Gain One Seat for Ragan's Center for AI Strategy.

This is a thriving community of peers testing and deploying AI to solve real comms challenges, together.

LEARNING AND DEVELOPMENT

Ragan  
The Communications Framework™

THE ESSENTIALS

Strategic Communications | Planning & Counseling | Storytelling | Writing  
Financial Literacy | Technology | Measurement | Leadership & Management

Start of LEARNING PATHWAY

4 Learning Paths: Basic | Intermediate | Advanced | Upskilling

6 KNOWLEDGE AREAS

1	2	3	4	5	6
<b>Internal Comms</b>	<b>Public Relations</b>	<b>Social Media &amp; Marketing</b>	<b>Business Acumen</b>	<b>Leadership</b>	<b>Technology</b>
↓	↓	↓	↓	↓	↓
Employee experience Executive comms Manager comms Crisis response Issues/risk management HR comms/wellness DEI&B Change communications	Media relations Community relations Crisis response CSR/sustainability/social impact Employer branding Investor relations/financial comms ESG Public affairs/Issues management	Organic Branding SEO GAI Search Community management Influencer marketing Event marketing Marcomms Content marketing	Budgeting & forecasting Financial reporting Competitive marketplace Business fluency Value chain Project management Measurement & data Cross-Departmental Knowledge (HR, marketing, IT, legal)	Executive presence Change management Negotiation skills Business law & ethics Innovation Mentoring & coaching Conflict management Emotional intelligence Leading teams	Digital strategy Email marketing Intranets Artificial intelligence Technology stacks AR/VR Cybersecurity Policy/Compliance

 For you and your team.

This is one of the most unique offerings of the Council.

Your Learning Advisor is your personal guide to The Framework, your blueprint for learning pathways that will futureproof leaders and learners at all career phases on your team.

## LEARNING AND DEVELOPMENT

 *For you and your team.*

# Center for AI Strategy

Gain access to Ragan's Center for AI Strategy for any one team member — not just your designated learners or those in a comms function.



### Peer-to-Peer Exchange

Join small virtual cohorts, live member calls, case study deep dives and in-person meetups to share ideas and learn what's working—right now.



### Concierge Service

Get personalized support from our Concierge team, connecting you to the right experts, tools and peers to solve your AI challenges.



### Access to AI Advisors

Engage with AI experts across comms, legal, HR, IT and business through cohorts, one-on-one sessions and more.



### Curated Resources for Smarter Decisions

Explore vetted use cases, vendor reviews, ethical guidelines and playbooks tailored to comms pros—whether you're new to AI or scaling fast.



### Legal & Risk Mitigation + Brand Protection

Learn how to implement AI responsibly and in line with your brand values, compliance policies and business goals.



### Conferences, Training & Resources

Members get 1 pass to the AI Horizons Conference, an AI Certificate Course and access to a library of on-demand training.

AI

## SERVICES THAT EXPAND STAFF CAPACITY

 *For you and your team.*



### Council Concierge

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

Submit your request for resources, research and introductions to fellow members with insights on any business challenge you are facing. Examples below.

#### PEER-TO-PEER INSIGHT

- RTO
- Manager communication
- Comms budget planning

#### TEMPLATES

- Employee surveys
- Crisis comms planning
- AI guidelines

#### RESEARCH

- Comms org structures
- Communications technology
- Thought leadership



### Virtual Speaker for Team Call

Book a Ragan speaker for a guided discussion with your team about best practices and insights gleaned from the annual Communications Benchmark Study.



### Editing and 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. From annual reports to press releases, we have you covered.

## FEBRUARY 2026

- [Workshop] Thought Leadership Communications: Writing and Messaging for Your Senior Leaders | Virtual | Feb 18

## MARCH 2026

- Social Media Conference | Orlando @ Walt Disney World | Mar 9-11
- AI Certificate Course for Communicators | Virtual | Mar 10, 17 and 24

## APRIL 2026

- Employee Communications & Culture Conference  
Boston, MA | Apr 21-23

## MAY 2026

- **Communications Leadership Council Member Retreat  
May 6-8 | Key Biscayne, FL**



- Writing Certificate Course | Virtual | May 6, 13 and 20

## JUNE 2026

- PR Daily Conference | Brooklyn, NY | Jun 3-5

## JULY 2026

- Crisis Communications Certificate Course | Virtual | Jul 16, 23 and 30

## AUGUST 2026

- Employee Experience Conference | Nashville, TN | TBA

## SEPTEMBER 2026

- Women's Leadership Retreat & Summit | TBA

## OCTOBER 2026

- Internal Communications Conference  
Seattle @ Microsoft HQ | Oct 13-15

## NOVEMBER 2026

- Future of Communications Conference | Austin, TX | Nov 11-13

## DECEMBER 2026

- **Communications Leadership Council Member Retreat  
December 8-10 | Dana Point, CA**



*\*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.*



For additional questions, please contact  
our team at [JoinCouncil@ragan.com](mailto:JoinCouncil@ragan.com)

*Regional meetups throughout the year*

**Ragan**  
**COMMUNICATIONS**  
**LEADERSHIP COUNCIL**

Ragan celebrates nearly 60 years as the most-trusted source of training, networking and problem-solving for communicators.

The Communications Leadership Council is your ticket to all the resources Ragan brings to the industry plus access to Ragan's most senior-level communications audience.

**Membership dues\*:**

1-year membership

**\$48,500**

2-year membership

**\$90,000**

*(Save at \$45,000 per year)*

3-year membership

**\$124,500**

*(Save at \$41,500 per year)*

Our membership offering saves Council members upwards of \$500,000 each year. Your membership aligns with budgets for:

✓ Communications ✓ Employee Education ✓ HR ✓ Learning & Development ✓ Talent Retention and Training.

Our team can provide additional budgeting insight as well as a justification letter.

*\*Includes access for up to 20 team members.*



**SECURE YOUR SPOT**

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

**Reach out at [JoinCouncil@ragan.com](mailto:JoinCouncil@ragan.com)**

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