Ragan

COMMUNICATIONS LEADERSHIP COUNCIL

INVITATION TO JOIN

The trusted resource for world-class learning, development and community for communications teams that want to be ready for what's next.

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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.

- Healthcare
- Manufacturing
- Technology
- Banking and Finance
- Insurance
- Energy & Utilities
- Retail
- Consumer Goods

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225+
company members

- Pharmaceuticals/ Biotechnology
- Construction
- Government
- Non-Profit
- Higher Education
- Transportation & Logistics
- Telecommunications



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.

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An investment in Ragan's Communications Leadership Council is an investment in your growth and development as a communications leader. I love the cutting-edge insights and networking among this group to help reinforce our strategies and best practices.

Mike Pagel, Director
Internal Communications & Employee Engagement
BNSF Railway

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

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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

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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 Access to Ragan's Center for AI Strategy.

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

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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 Internal Comms	2 Public Relations	3 Social Media & Digital Marketing	4 Business Acumen	5 Leadership	6 Technology
Employee experience	Media relations	Organic	Budgeting & forecasting	Business transformation and innovation	Digital strategy
Executive comms	Community relations	Branding	Financial reporting	Executive presence	Intranets
Manager comms	Crisis response	SEO	Competitive marketplace	Change management	Generative AI
Crisis response	CSR/sustainability/ social impact	GEO	Business fluency	Negotiation skills	Agentic AI
Issues/risk management	Employer branding	Community management	Value chain	Mentoring & coaching	Policy/Compliance
HR comms/ wellness	Investor relations/ financial comms	Influencer marketing	Project management	Conflict management	
DEI&B	ESG	Content marketing	Measurement & data	Emotional intelligence	
Change communications	Public affairs/ Issues management		Cross-Departmental Knowledge (HR, marketing, IT, legal)	Leading teams	

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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.

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LEARNING AND DEVELOPMENT

For you and your team.

Center for AI Strategy

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

Peer-to-Peer Exchange

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

Answer Desk

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

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

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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.

Ragan COMMUNICATIONS LEADERSHIP COUNCIL

Conferences, Events & Certificate Courses

2026

NOVEMBER 2026

- AI Strategy Certificate Course | Virtual | *Nov 4, 10 and 17*
- Future of Communications Conference | Austin, TX | *Nov 11-13*
- Communications Leadership Roundtable | Austin, TX | *Nov 11*
- Communications Leadership Dinner | Austin, TX | *Nov 11*
- Claude Skills for Communicators Interactive Tutorial | Virtual | *Nov 12*
- AI Content Strategy for 2027 Workshop | Virtual | *Nov 18*

DECEMBER 2026

- Employer Branding Workshop | Virtual | *Dec 1*
- Leadership Masterclass: Business Acumen - Comms KPIs that count in the boardroom | Virtual | *Dec 2*
- Writing and Strategy Conference | Virtual | *Dec 3*
- **Communications Leadership Council Member Retreat | Laguna Niguel, Dana Point, CA | *Dec 8-10***



- Gemini for Comms Interactive Tutorial | Virtual | *Dec 9*

Regional meetups throughout the year

2027

JANUARY 2027

- Workshop: Proving the Value of Comms to the C-suite Virtual | *Jan 13*
- Internal Communications Certificate Course | Virtual *Jan 14, 21 and 28*
- Crisis Communications Conference | Virtual | *Jan 26*

FEBRUARY 2027

- AI Horizon Conference | Carlsbad, CA | *Feb 1-3*

MARCH 2027

- Social Media Conference | Orlando, FL | *Mar 3-5*

APRIL 2027

- Employee Communications & Culture Conference Nashville, TN | *April 7-9*

MAY 2027

- **Communications Leadership Council Member Retreat Bonita Springs, FL | May 5-7, 2027**



- EARNED Conference | San Francisco, CA | *May 17-19*

OCTOBER 2027

- Internal Communications Conference | Seattle @ Microsoft HQ | *Oct 5-7*

For additional questions, please contact our team at JoinCouncil@ragan.com

**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.*

Ragan Accelerator Packs for CLC Members

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Get more out of your membership. More access, more insight, more firepower for your team.

Choose from among these add-on offerings, exclusive for Council members. CLC Accelerator Packs give your team more dedicated briefings, extra conference passes and AI seats, and additional hands-on strategy support, so they can sharpen emerging and foundational skills that drive revenue across the organization. These packs are built for teams who need to move fast and prove impact.

AI ACCELERATOR PACK

ADVISE ME

- 2 additional tickets to AI Horizons Conference in Feb 2027
- 3 additional seats on the Center for AI Strategy
- AI Team Assessment & one-time Group Training (virtual)
- Half-Day Strategy Workshop on AI topic of choice (virtual)

$15,995/YEAR

TEAM BRIEFINGS & BENCHMARKS

BENCHMARK ME

- Twice-yearly virtual team briefings on communications and marketing trends and research
- Twice-yearly Business Briefing from a business analyst
- Team briefing on annual Benchmark Report and AI Communications Survey including custom recommendations/action items

$9,500/YEAR

CONFERENCE ACCELERATOR PACK

DEVELOP MY TEAM

- 3 additional tickets to any Ragan live conference for your team
- Post-conference session recordings access for the whole team
- Team Learning Bundle – conference highlights of all Ragan live events packaged for internal sharing

$7,500/YEAR

AWARDS ACCELERATOR PACK

ELEVATE MY BRAND

- 20 award entries per year across Ragan's awards programs
- Subscription for 3 team members to the Awards Vault of top comms, marketing and HR campaigns
- Awards Consultation: 30-min annual session with Ragan awards expert to identify campaigns to enter, tips on effective entry writing and more insights

$4,500/YEAR

Get started today. Contact your Council representative or email JoinCouncil@ragan.com

SECURE YOUR SPOT

Designed to keep teams learning. Built so leaders never lead alone.

Reach out at JoinCouncil@ragan.com

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