



NATIONAL INSTITUTE FOR LOBBYING & ETHICS

REGISTRATION FORM

Name:		
Address:		
City:	State:	Zip Code:
Phone:	E-Mail:	

****For those who may have started another program through another group, but not yet completed it, we will allow you to transfer your credits to our program without cost or penalty.***

***** This program is not affiliated with any other educational program, certificate, or organization. The National Institute For Lobbying & Ethics is independent and not working in partnership with any other group.***

COURSE SELECTION

8 Credits (Required Courses):

- Lobbying Ethics In Today's New World of Lobbying, Grassroots, Public Policy & PR
- House & Senate Procedures and Your Role & Responsibilities in the Process
- Avoiding Conflicts of Interest When Lobbying, Grassroots & Campaigns All Intertwined
- Political Action Committee's & Campaign Finance Laws

16 Credits (Electives):

- ___ Lobbying Disclosure Act & FARA Rules of the Road
- ___ Federal Appropriations & Budget Processes
- ___ Drafting Legislation: Dotting Your I and Crossing Your T's
- ___ Government Contracting: How to Manuever Within A Changing Procurement Process
- ___ The Regulatory Process: How To Create A Message That Resonates With Agency Personnel
- ___ State Lobbying: Taking Your Issue and Message to State Capitols
- ___ Communications: Creating Effective Messages That Work In Today's World of Advocacy
- ___ Utilizing Online Advocacy Tools: How Best To Meet Your Campaigns Goals & Objectives
- ___ How Traditional "Lobbying" Has Changed: New Tools Too Reach A Broader Audience
- ___ Grassroots Lobbying: The Art of Organizing People
- ___ Coalition Building: Networks & Techniques Being Used Today to Influence Policy
- ___ How To Effectively Manage Your Advocacy Teams: Both Internal and Consultants
- ___ Developing An Effective Fly-In Program That Pays Off
- ___ Aligning Your Advocacy & PR Teams and Communication Efforts
- ___ Integrating Technology Into Your Advocacy Campaigns: What New Tools Are Out There?
- ___ Heading Out On Your Own: Building & Sustaining Your Business
- ___ Political Action Committees & Campaign Finance Rules: Understanding the Rules of the Road
- ___ PAC Fundraising: New Techniques to Attract & Keep Your Donors
- ___ Corporate Advocacy: Effectively Managing Corporate Clients and Their Needs
- ___ Association Advocating: Effectively Advocating For Non-profit & Trade Associations

COSTS: \$135 Per Session or \$1,400 for Complete PPC Program

PAYMENT INFORMATION

P: (703) 383-1330 E: pmiller@mwcapitol.com

Check Enclosed

Charge \$_____ to my: _____ Am. Ex. _____ Visa _____ Mastercard

Card Holder Name:		Expiration Date:	
Credit Card Number:		Security Code:	
Billing Address:			
City:		State:	Zip Code

Please make all checks out to: Miller/Wenhold Capitol Strategies
c/o National Institute For Lobbying & Ethics
3930 Walnut Street, Suite 210
Fairfax, VA 22030

Fax Forms to: (703) 383-1332