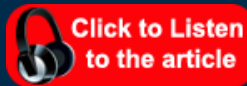


Association Executives of North Carolina

# Success *Live*

BY ASSOCIATION

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## EXCITING CHANGES COMPLETED AT THE BENTON

A \$1.5 million dollar refresh has taken place in downtown Winston-Salem's Twin City Quarter at the Benton Convention Center.

The project's showpiece, The Gallery Ballroom with 24,000 square feet of expansive space, comfortably accommodates 2,000 theater style, 1,200 for receptions and 900 for banquets, plus nearly 120 exhibit booths. Designed in warm, neutral tones with bright accent colors, the natural light and public art.

This reinvention also encompasses an additional ballroom, 2 boardrooms, 7 meeting rooms and an outdoor reception area. The 43,000 square foot project is awaiting your consideration.

Contact Ayshen Montiel at 336.397.3623 or [ayshen.montiel@twincityquarter.com](mailto:ayshen.montiel@twincityquarter.com) to assist with your next meeting.



# Educational Article

## Shared Strength: The Value of Combined Expertise in Executing a Successful Advocacy Strategy

Seth Palmer

January 18, 2023

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## Shared Strength: The Value of Combined Expertise in Executing a Successful Advocacy Strategy

By Seth Palmer

Remember the adage that “teamwork makes the dream work”? Well, in advocacy, those are words to live by. For advocacy efforts of any size to be successful, many things have to line up perfectly, so having the right team on your side is vital. But who do you need on that team, and how do you put them to work?

First, have someone or a group of someones whose job is to develop a strategic vision for your advocacy efforts. The responsibility may fall to a staffer, a committee, or a board of directors. Their commitment should be to create a plan that establishes goals and objectives for the engagement on any critical issue for the company or organization. There may be structures in place for organizations like trade associations or nonprofits to support this process. If not, create them! The development of a strategic vision should align with the timeline you are working with, even if that is not necessarily annually. Legislative sessions are a great place to start, as they will likely be the basis for your work. And though there are examples of how others have developed a strategic vision for their organization, they should be used more as examples than a guide for building one for your organization. Each should be unique to the organization.

Second, build a team to help execute the vision. This team doesn't need to be an NFL 22-man roster, but it is essential to have a group of diverse individuals to give you the greatest opportunity for success. While one situation requires a particular skill set, it isn't a guarantee the next one will be the same. But what type of skills are needed to achieve your advocacy goals?

It is not as simple as just having a strong ground game in today's legislative environment. Building a comprehensive strategy requires employing non-traditional tools like targeted social media advertisements, email-based calls for action, and other tactics typically reserved for brand campaigns.

In the same way, a strategic vision should be customized to your organization. Just because another organization has a 22-man team doesn't mean you have to match them. And your team doesn't have to be on your payroll. Adding staff is complicated, so engaging competent consultants are valuable to achieve your goals.

Sharing the load through shared strength will assist businesses and organizations of all sizes in accomplishing any advocacy goal.

*Seth Palmer has spent more than a decade devising and executing advocacy strategies for organizations of all sizes. A native North Carolinian, he mixes a detailed knowledge of public affairs techniques with a distinct Southern drawl. Seth serves as the Director of Strategic Marketing for Nexsen Pruet, a 200+ attorney firm across the Carolinas. He is also the Founder/CEO of Longleaf Public Affairs, a strategic public affairs and advocacy firm. Reach out to Seth if you have any advocacy needs at [seth-palmer.com](http://seth-palmer.com).*

**If you would like to have one of your articles featured in *Success by Association Live* or have interest in sponsoring please contact Madi today at [madi@aencnet.org](mailto:madi@aencnet.org).**

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