

9th European Digital Advocacy Summit

presented by the Public Affairs Council

hybrid conference | #EUDAS22 | 7 & 8 December 2022

Sponsorship information



ABOUT THE SUMMIT

Digital advocacy is a critical component of the public affairs toolkit. As digital and virtual engagement become ubiquitous, organizations need to be able to differentiate themselves in order to be effective and thrive in an increasingly crowded landscape.

Join our flagship digital conference #EUDAS22 to learn about latest trends, creative campaigns and brightest ideas on digital advocacy and communication, in Europe and beyond.

Building on the success of previous years, the 2022 European Digital Advocacy Summit will take place on 7 & 8 December in Brussels in a hybrid format — one day of virtual panel discussions followed by one day of skill-building training sessions (face-to-face in our Brussels office, as well as live streamed).

This hybrid summit will give public affairs and communication professionals the opportunity to exchange cutting-edge approaches in digital advocacy, discuss tools and tactics that can work best for your team, and learn from peers and experts through successful case studies. You will also be able to network with your peers attending the event — online through our interactive

platform, as well as face-to-face during the second day of in-person workshops.

Join us on December 7 & 8 to gain new insights into topics and questions such as:

- What role for Europe in the global communication arena?
- Crafting EU narratives and fighting disinformation
- Latest trends and best practice in digital advocacy in the EU
- Harnessing data and numbers for intelligence and engagement
- Case studies of digital campaigns in the EU and the US
- Deep dive: building a digital campaign from scratch, issues & stakeholder mapping, measuring your impact, and more

AUDIENCE

The 2022 summit will take place in a hybrid format, and we expect more than 120 European and international professionals working in public affairs, digital advocacy, and communication to attend the virtual panel discussions and skill-building workshops that will take place on the second day of the event. Participants in previous editions included employees from these organizations:

Danfoss Bayer Tetrapak Unilever European Parliament European Commission DigitalEurope European Youth Forum Hewlett Packard CEFIC	Toy Industries of Europe Imperial Brands Chevron Corporation Confederation of British Industry Exxon Mobil Pfizer Inc. Samsung ECFR Microsoft Veolia	FoodDrinkEurope IKEA Johnson & Johnson AmCham EU McDonald's Corporation Oxfam International Council of Europe World Wildlife Fund LinkedIn Lego
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Sample titles of past years' attendees include:

Director of European Markets | Director Government Affairs | Head of Digital |
EU Policy Manager | Senior Digital Strategist | Secretary General | Communication Manager

SPONSORSHIP BENEFITS

Sponsoring the Public Affairs Council's European Digital Advocacy Summit is an excellent way to be part of a widely recognized forum on digital public affairs and position your organization as a thought-leader. Through the various sponsorship opportunities available, you will be visible to public affairs and industry decision-makers, as well as EU officials.

We expect more than 120 government, advocacy, and communications professionals will participate as speakers and attendees. Join industry leaders in a global conversation about cutting-edge digital communication and innovative approaches to public affairs.

Joining EUDAS as a sponsor allows you to promote and showcase your products and services to key industry decision-makers in Europe and beyond. Your name and brand are present in marketing materials, as well as in the virtual platform during the event itself, giving you repeated exposure to the community.

SPONSORSHIP OPTIONS

Benefit	Champion	Premium
Your organization featured on the event virtual platform and during breaks	✓	✓
Your sponsor's booth on the event virtual platform	✓	✓
You may display one piece of branding at the face-to-face workshops on day 2 (COVID19 restrictions permitting)	✗	✓
You may add one item of promotional material to the conference handouts	✓	✓
Your logo featured on the event webpage	✓	✓
Your organization featured in the conference handout (digital format)	✓ Half page	✓ Full page
2-minute speaking slot before a session (pre-recorded or live)	✗	✓ (Limited slots available)
Free conference registrations (including workshops on day 2)	2	4
Your logo displayed on all marketing emails and event reminders	✗	✓
Price	€950	€1600

WE VALUE YOU

We appreciate what you offer to the community and to our event, and we're dedicated to helping you get the most from this opportunity. We will be happy to consider additional ideas for branding opportunities. Please contact us with your suggestions.

Sponsorship Registration
 European Digital Advocacy Summit
 7 & 8 December 2022
 Submit to: Joao Sousa | europa@pac.org