

October 20, 2022



Public Affairs
Council

EUROPEAN MEMBERSHIP ORIENTATION

YOUR HOSTS



STEPHANIE HELSING

Senior Manager, Membership
Membership Team



JOÃO SOUSA

Managing Director
European office & Global practice



INTRODUCTION

who we are

TODAY'S AGENDA



RESOURCES & SERVICES

expertise education community



HOW TO GET INVOLVED

PUBLIC AFFAIRS COUNCIL PROFILE



EUROPEAN MEMBERSHIP ORIENTATION

1954
founded

12 000
individuals

700
total members

≈ 140
events/year

**WASHINGTON
BRUSSELS**
office locations

**NONPARTISAN
NONPOLITICAL**
politics

23
total
staff



YOU'RE IN GOOD COMPANY



A DIVERSE COMMUNITY

Association ...
28%

Consultant ...
15%

Non Corporate ...
7%

Corporations ...
50%



OUR MISSION

To advance the field of public affairs & provide tools and resources that enable public affairs executives and managers to achieve their business and professional goals.

MEMBERSHIP BENEFITS IN EUROPE



EXPERTISE



EXECUTIVE
EDUCATION



COMMUNITY



MEMBERSHIP BENEFITS IN EUROPE

EXPERTISE

KNOWLEDGE AREAS

EUROPEAN UNION

How the EU works, trilogues,
comitology

POLITICAL DEVELOPMENTS & TRENDS

Advocacy at the EU and member
state level, Brexit

Transatlantic public affairs

The impact of COVID19 on PA
management & practice

PUBLIC AFFAIRS MANAGEMENT

PA strategy & management
best practices

Issues management

KPIs, measurement & evaluation

STRATEGIC COMMUNICATION & DIGITAL

Digital & social media advocacy

Strategic communications
for public affairs

Communicating science

STAKEHOLDERS, NGOs, EMERGING TOPICS

Transparency, social trends

Sustainability, Global Governance,
DEI, AI in Public affairs

QUESTIONS WE CAN ANSWER

How can we optimize the use and benefits of **digital tools** in PA?

Can you recommend **public affairs consultancies** in Europe?

Can you suggest best practices in **managing remote teams** and coordinating their work?

What are best practices for **public affairs campaigning** in Europe & the U.S.?

How can I create and implement a **Europe-wide public affairs plan**?

Can you recommend **speakers** in Brussels or other European countries?

How can I **measure and effectively report** on our public affairs efforts?



WE'RE AVAILABLE AS GUEST SPEAKERS FOR YOUR MEETINGS

- Corporate public affairs **best practices**
- Effectively using **social media** for public affairs
- Public affairs and **corporate citizenship**:
Finding common ground
- **Mapping** issues and stakeholders
- **Strategic planning** for public affairs teams
- Managing **political risk** through communication and
public affairs
- **Key trends** in European public affairs

The Public Affairs Council's European office conducted an online survey between July and August 2022 to learn how the public affairs community in Europe is looking at some of the biggest challenges facing the profession today. These included the uncertainty of the post-COVID-19 era, the global debate around Sustainability and ESGs, the war in Ukraine, and Diversity, Equity and Inclusion (DEI) in Public Affairs. Here is what we found.

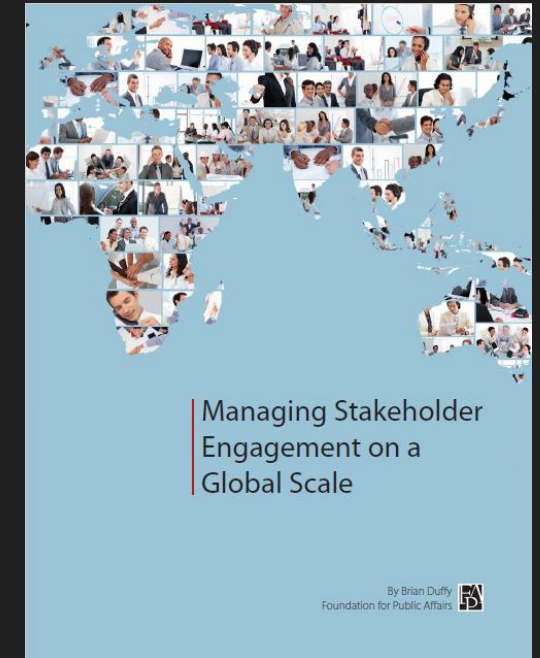
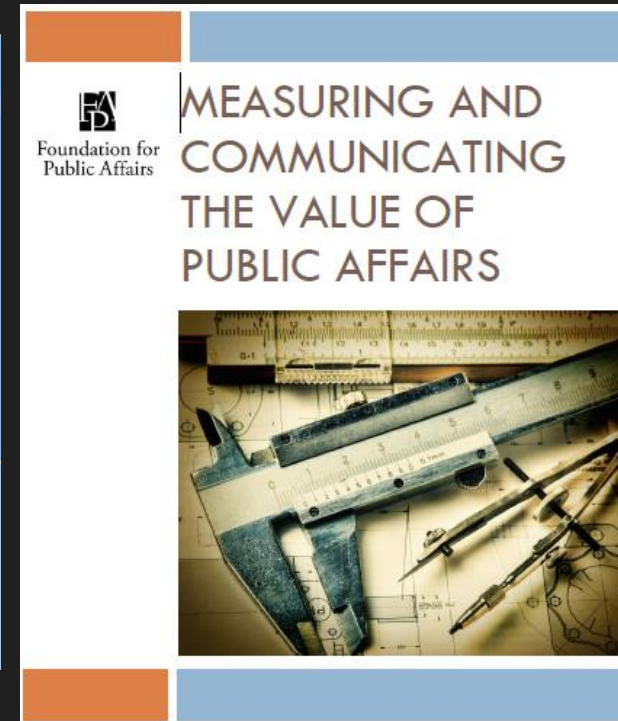
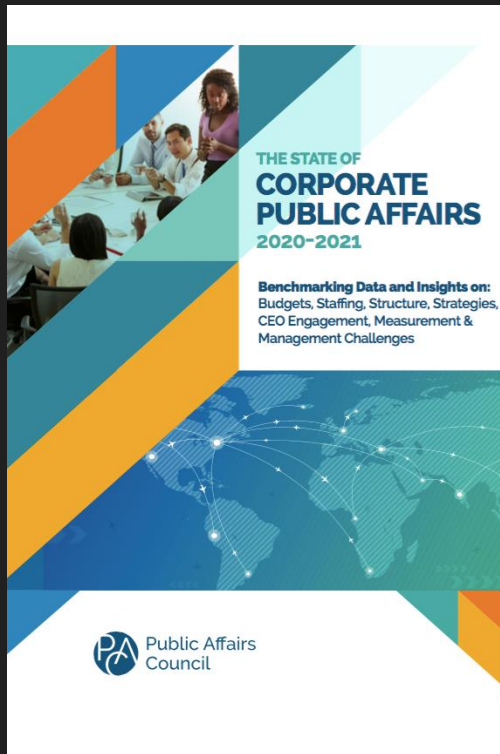
The war in Ukraine has had limited reputational impact in European organizations. Disruptions caused by the war have been primarily operational, with organizations believing nonetheless that European businesses have adapted well to EU sanctions against Russia adopted as a result of the war. Most organizations expect a limited impact of the war on their public affairs work until the end of the year.

The public affairs profession still has a long way to go when it comes to DEI. One in every four describes the profession as “not at all diverse.” On a more positive note, most respondents report their organizations incorporate DEI considerations into strategic planning and are optimistic about the future: most believe the profession will become more diverse and inclusive in the years ahead.

D. ANDRIS BANITH
PUBLIC AFFAIRS COUNCIL
PAC CONSULTANTS | 2018

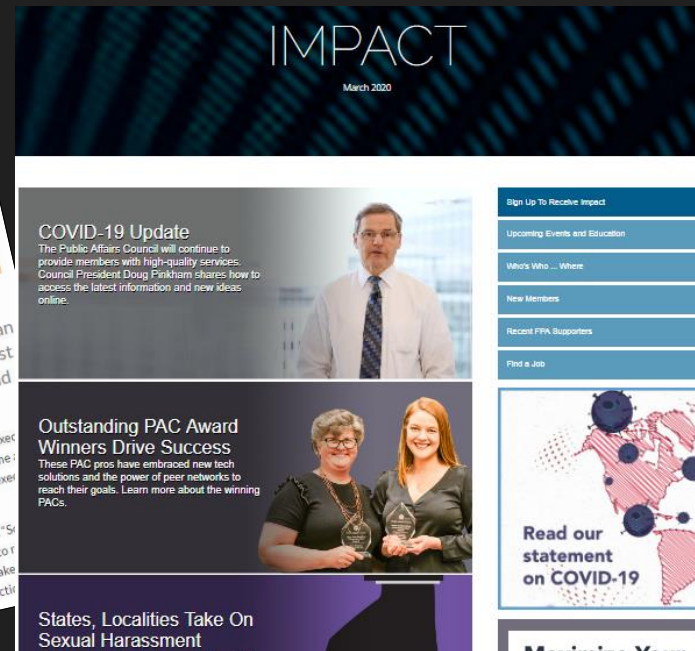
 Public Affairs
Council

**MINISTERS* FROM THE
28 EU MEMBER STATES**



GLOBAL BENCHMARKING & REPORTS

See pac.org/europe for complete list



NEWS & ANALYSIS

See pac.org/europe for complete list



MEMBERSHIP BENEFITS IN EUROPE

EXECUTIVE EDUCATION



HALLMARKS of COUNCIL EVENTS



- Conferences & signature events
- Workshops, webinars and roundtables
- Training seminars
- Customized trainings

- ✓ Peer-to-peer learning
- ✓ Diverse & knowledgeable community
- ✓ Practical advice you can implement immediately
- ✓ Benchmarking opportunities with best in class
- ✓ Resource materials to continue your learning
- ✓ Best in-class speakers
- ✓ Free webinars for members

SIGNATURE EVENTS IN EUROPE



Brussels Public Affairs Forum

Leadership in Uncertain Times

- September 29th 2022, Brussels



European Digital Advocacy Summit

- December 7th & 8th 2022, Brussels





Recent workshops, discussions & webinars

STRATEGY & BEST PRACTICES

- Measuring the Value of Public Affairs – European perspectives and best practice
- Country briefings – Public Affairs in France / Germany / UK
- Mapping and Engaging with Stakeholders Strategically

POLICY & REGULATORY

- EU Policy Insights – Trends and updates for EU public affairs professionals
- EU Masterclass: Influencing EU Decision-Making
- Working with Sustainability - Two European Case studies

COMMUNICATION & REPUTATION

- Setting up a winning digital advocacy campaign in Europe
- Communication for Public Affairs - Strategy, planning and digital tools
- Creating engaging content for Public Affairs

DEVELOPMENT & SKILL-BUILDING

- Email writing for Advocacy
- Training Seminar: How to Run Successful Virtual Meetings with MEPs and Policymakers

pac.org/upcoming for complete list



CUSTOMISED TRAINING

- How to lobby the EU — in general and from your industry's perspective
- The use of social media for advocacy
- Measuring the value of public affairs
- Advocacy at the EU and member state level
- Best practices across all areas of public affairs, including procedures and comitology
- Thought leadership and content creation through public affairs
- Strategic communication for public affairs



US-BASED SIGNATURE EVENTS

- **NATIONAL PAC CONFERENCE**
Feb-March 2022
- **SPRING EXECUTIVE MEETING**
Spring 2022
- **DIGITAL MEDIA & ADVOCACY SUMMIT**
June, 2022
- **STATE AND LOCAL GOVERNMENT RELATIONS**
September, 2022
- **THE ADVOCACY CONFERENCE**
April, 2022
- **PUBLIC AFFAIRS INSTITUTE**
October, 2022

A top-down photograph of many hands of various skin tones stacked together in a circular pattern on a grassy surface. The image is dimmed with a dark overlay. A solid blue square is located in the top-left corner.

MEMBERSHIP BENEFITS IN EUROPE

COMMUNITY

NETWORKING OPPORTUNITIES

More than 50 European events & trainings attended by 1,500+
of your peers per year

More than 200 member organizations, based (or with
offices) in Europe, with whom you can connect

European Advisory Group

And more...



PROFESSIONAL NETWORKS

- STATE GOVERNMENT RELATIONS
- POLITICAL INVOLVEMENT
- INTERNATIONAL NETWORK
- SOCIAL RESPONSIBILITY
- ASSOCIATION
- EMERGING LEADERS



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Public Affairs Council

MANAGE YOUR WORLD