

European Digital Advocacy Summit

EUDAS 2023 DAY 1

Technology is empowering public affairs professionals like never before, enabling the profession to be increasingly sophisticated in the ways it listens, plans and engages with the world. In a fast-paced and rapidly evolving landscape, success in public affairs will belong to those professionals and teams who are up to speed with the latest digital trends, grasp the potential of new tools and platforms, and integrate them effectively into their public affairs strategies to deliver results for companies, members and clients.



Public Affairs Council

Conference Agenda

DAY 1: Wednesday, December 6, 2023

08:30 – 09:00

Registration, welcome and network coffee

09:00 – 09:45

Keynote Intervention: Artificial Intelligence in Public Affairs – Latest Trends and the Road Ahead

Speaker:

- Chandler Wilson: Founder at bridge_ci

Moderator:

- João Sousa: Managing Director European Office & Global Practice at Public Affairs Council
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09:45 – 10:00

Networking break

10:00 – 10:45

Session 1 – How is EU's Digital Policy and Trends Impacting Public Affairs?

Speaker:

- Cornelia Kutterer: Senior Fellow, Future of Privacy Forum, Adj. Senior Research Fellow, Multidisciplinary Institute in AI, University of Grenoble
- Andrea G. Rodríguez: Lead Digital Policy Analyst at European Policy Centre (EPC)

Moderator:

- Johanna Fleger: Senior Associate at 365Sherpas Brussels
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10:45 – 11:00

Networking break

11:00 – 11:45

Session 2 – Digital Advocacy in Practice – The Case Study of One Industry Association

Speaker:

- Simon Tribelhorn: CEO at Liechtenstein Bankers Association

Moderator:

- João Sousa: Managing Director European Office & Global Practice at Public Affairs Council
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11:45 – 12:00

Networking break

12:00 – 12:45

Closing Session – Digital Campaigning in the EU – Insights and Lessons Learned from Practitioners function

Speaker:

- Claire Drinkwater: Strategic Marketing Communications Manager, EMEA, at UPS
- Jakub Szymik: Account Director, Global Campaigns at Red Flag Global
- Maria Linkova-Nijs: Communications Director at Cefic – European Chemical Industry Council

Moderator:

- Gianmaria Sisti: Head of Digital Public Affairs at Edelman Global Advisory (EGA)
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12:45

Lunch & Adjourn

[PAC European office](#)

[2023 Survey Report:
Trends in European
Public Affairs](#)

[PAC Membership](#)

EUDAS Speaker bios (in alphabetical order)



SPEAKER

**ANDREA G.
RODRÍGUEZ**

LEAD DIGITAL POLICY
ANALYST
EUROPEAN POLICY
CENTRE (EPC)

Andrea G. Rodríguez is Lead Digital Policy Analyst for the EU Digital Agenda at the European Policy Centre (EPC). Before joining the EPC, she was Lead Researcher of the Global Observatory of Urban Artificial Intelligence at CIDOB (Barcelona Centre for International Affairs), where she did research on digital topics and emerging technologies and was Project Manager. She has held advisory positions at the European Cybersecurity Forum (CYBERSEC) as Programme Committee Member, and at NATO as one of the 14 members of the Young Leaders group during the NATO 2030 process. In 2021, she was named "NextGen Leader" at the Young Professionals Summit (YPS) at the Brussels Forum and the Spanish Cybervolunteers Foundation recognised her as one of the 13 Spanish women to follow in technology, an initiative supported by Spain's Ministry of Social Affairs and the 2030 Agenda.

Andrea holds an EMJMD degree from the University of Glasgow, Dublin City University, and Charles University in Prague in Security, Intelligence and Strategic Studies (IMSIS) with a specialization in security and technology, and a B.A. (Hons) in International Relations from the Complutense University of Madrid, where she completed two stays abroad at Charles University in Prague and at the National Taiwan University (NTU) in Taipei.



SPEAKER

**CHANDLER
WILSON**

FOUNDER
BRIDGE_CI

Chandler has fifteen years of experience creating first machine intelligence, open-source intelligence (OSINT), and alternative data capabilities at Walmart, HSBC, Datavest Partners, Wells Fargo, the EU Commission, and the EU Parliament (EPP Group). During his graduate studies, he also conducted some of the first research that leveraged machine learning, graph analysis, topology, and alternative data to analytically model EU political trends and outcomes.

Chandler currently runs bridge_ci, which helps private equity firms, public affairs, and corporate strategy teams create insights, intelligence, and transformation programs that integrate AI, OSINT, and alternative data. Additionally, he leads data science and platforms at America's Frontier Fund, a non-profit deep-tech fund that invests in foundational technologies critical to U.S. national security and innovation. He is also a Senior Advisor at Alvarez and Marsal.



SPEAKER

**CLAIRE
DRINKWATER**

STRATEGIC
MARKETING
COMMUNICATIONS
MANAGER, EMEA.
UPS

Claire Drinkwater heads up the marketing communications team across Europe, the Middle East, Africa and the Indian subcontinent for global logistics company UPS.

Previously she managed communications for Invest Europe, a financial services trade association in Brussels. Before that, in her home city of London, she spent 10 years in communications for three Fortune 500 organisations in the media and entertainment sector, including Nickelodeon and Discovery Channel.

An avid traveller, Claire has lived and worked in three different countries and visited many more.



SPEAKER

**CORNELIA
KUTTERER**

SENIOR FELLOW,
FUTURE OF PRIVACY
FORUM

Cornelia Kutterer is a seasoned public policy and government affairs professional, boasting a diverse background spanning corporate environments, institutions, legal practice, NGOs, and trade associations.

With a wealth of experience, Cornelia excels in navigating complex policy landscapes, particularly in areas such as data protection and privacy, AI, big data, cloud computing, security and safety, consumer protection, human rights, content regulation, free expression, IP, telecoms, and Internet governance.

Her specialty lies in crafting and implementing strategies and campaigns that align with business objectives and effectively address regulatory challenges within rapidly evolving environments. Cornelia brings a unique blend of legal and public policy expertise to the table, making her a valuable asset in shaping and influencing policy discussions across various domains.



MODERATOR

**GIANMARIA
SISTI**

HEAD OF DIGITAL
PUBLIC AFFAIRS
EDELMAN GLOBAL
ADVISORY (EGA)

Gianmaria leads the Digital Public Affairs team at Edelman Global Advisory in Brussels.

With over 10 years of experience as a senior policy communicator, he provides strategic guidance to a diverse range of clients, including corporations, trade associations, and governments.

His expertise focuses on enhancing online presence and achieving advocacy objectives in the complex landscape of EU policy and beyond. Collaborating with a specialized team of policy experts and digital content creators, he develops and implements comprehensive online communication strategies.

These efforts are aimed at optimizing clients' digital footprint and advancing their advocacy goals, both within the EU and on a global stage.



SPEAKER

**JAKUB
SZYMIK**

ACCOUNT DIRECTOR,
GLOBAL CAMPAIGNS
RED FLAG GLOBAL

Jakub is a political strategist experienced in leading regulatory campaigns, supporting grassroots movements, and advising civil society organisations on online communications.

He has ten years of experience in running political campaigns for international brands, social organisations, and activists in the Polish, European, and global markets.

He works at the Brussels office of Red Flag Global. He holds a law degree from the University of Warsaw and has studied creative production at the Lodz Film School. He is a member of the advisory board of the Basta Foundation for LGBTQ rights.



MODERATOR

JOÃO SOUSA

MANAGING DIRECTOR,
EUROPEAN OFFICE
PUBLIC AFFAIRS
COUNCIL

Joao Sousa, the Managing Director of the Public Affairs Council's European office, also spearheads the global public affairs practice and manages the International Network.

With over 15 years of experience, Joao is dedicated to guiding member organizations and global public affairs leaders, facilitating best practices, impactful strategy development, and peer collaboration. Based in Brussels, he has advised global companies, international organizations, and national authorities across various countries and sectors, focusing on strategic communication, public diplomacy, and reputation management.

Joao's extensive career includes eight years with the European Union, leading communication teams in the DR Congo and the Western Balkans, and providing consultancy for EU projects in Africa, the Middle East, and Asia. Holding a Master's in International Affairs, Joao is fluent in Portuguese, English, and French, with proficiency in Spanish, German, and Romanian.



MODERATOR

JOHANNA FLEGER

SENIOR ASSOCIATE
365SHERPAS BRUSSELS

Johanna Fleger is Senior Associate in the Brussels office of 365 Sherpas – Corporate Affairs & Policy Advice. She advises clients on strategic positioning in the European policy environment.

Her focus is on EU financial policy, the digital sector as well as sustainability and impact communication. Before joining 365 Sherpas, Johanna Fleger gained substantial experience in the European policy environment as policy advisor at the European Office of the Konrad Adenauer Foundation (KAS) in Brussels.

She holds a Bachelor's degree in European Studies from Maastricht University and a Master's degree in International Business Economics and Management from KU Leuven.



SPEAKER

**MARIA
LINKOVA-NIJS**

COMMUNICATIONS
DIRECTOR
CEFIC

Maria brings nearly 15 years of expertise in media relations and EU government affairs, currently serving as the Communications Director at Cefic.

Her role involves providing strategic counsel on proactive and reactive communications, digital strategies, stakeholder engagement, public policy positioning, and media relations. Holding a Masters in European Studies from KULeuven, Maria is multilingual, fluent in Russian, English, Dutch, and French.

Passionate about simplifying complex narratives, Maria excels in translating technical messages into impactful communication. Her innovative approach integrates insights from various disciplines like digital marketing and behavior science to influence policy in Brussels effectively.



SPEAKER

**SIMON
TRIBELHORN**

CEO
LIECHTENSTEIN
BANKERS ASSOCIATION

Simon Tribelhorn, Director of the Liechtenstein Bankers Association, is a Swiss citizen and seasoned banking law professional. Having worked as a lawyer in the banking industry for six years, including a role as a legal advisor in a major Swiss bank, Simon joined the Liechtenstein Bankers Association in 2006, eventually becoming Director in 2010.

Committed to the financial centre's future viability, he emphasizes sustainability, stability, and competitiveness. Advocating for ongoing innovation and effective public relations, Simon actively promotes sustainable investing in Liechtenstein and beyond.

Representing the Bankers Association in national and European bodies, he engages with diverse stakeholders, conducting background discussions to glean insights for the financial center's development.

Simon plays a pivotal role in fostering dialogue, ensuring the Liechtenstein financial sector aligns with evolving expectations.

List of all event participants

(Note the list below doesn't include late registrations and cancellations.
The list is for information purposes only and may not be used for marketing.)

Registration Name	Company Name
Aarnout Ecker	Denuo
Aaron McLoughlin	FleishmanHillard Inc.
Adrian Giordani	Bayer
Aleksandra Krol	Leidar SA
Alessandro Gallo	Freelance consultant
Aline Burni	Tony Blair Institute for Global Change
Ana Rivas	BCW Brussels
Ana Roios	Interel Management Group S.A.
Andries Fluit	Akkanto
Anna Koj	Mavence
Anna Ostanina	European Communities Trade Mark Association
Anne Croxon	Nouryon Specialty Chemicals B.V.
Ansgar Koene	Ernst & Young LLP
Arianna Labasin	Koninklijke Bunge BV
Arnaud Sonnet	Quorum
Benjamin Elberth	Elberth Kommunikation
Bert D'Hooghe	Volvo Car Group
Bilyana Ignatova	TOMRA
Bjorn Andries	Akkanto
Brandon Mitchener	Boehringer Ingelheim Corporate Center GmbH
Brian Chestler	EDANA
Brieuc Lits	ISOPA
Can Buharali	Mondelez International
Claire Berringer	BAYER SA / NV
Claudia Santiago	Penta Group
Claudia Ungarelli	Leidar SA
Desislava Ekzarova	Bayer AG, Pharmaceuticals
Elisabeth Katharina Hoffmann	VELUX A/S
Emily Montanez	Exxon Mobil Corporation
Emma Buchholt	Vulcan Consulting Ltd.
Federica Paina	LyondellBasell
Filip Lugovic	The Right Street Digital
Gianluigi Vona	Acumen Public Affairs SRL
Giles Keane	Acumen Public Affairs SRL
Giovanni Bazzoli	SEC Newgate EU
Gloria Gabellini	PepsiCo Europe
Gloria Jaconelli	EDANA
Hannes Kirchbaumer	Syntagma Strategies
Ian Fahey	Vulcan Consulting Ltd.

Iana Pervazova

Iga Wasilewicz

Ioannis Pallas

Ivet Armengol

Jana Graso

Joseph Damamme

Juan Javier Macho Guerrero

Kacper Zarembski

Klym Ahrykov

Krijn van den Nieuwenhof

Logan McDarmen

Lorenzo Marchese

Mariem Myriam BENFAR BENFARAH

Mark Dober

Matas Duda

Michael Delle Selve

Mida Pezeshkian

Mirosław Gajewski

Nia Chigogidze

Nina Peacock

Pascal Koenig

Paul Aimakhu

Pavel Kolar

Rhiannan Sullivan

Sabine Von Wirén-Lehr

Samuel Bossart

Stefan Koch

Steffen Thejll-Moller

Tom Nielsen

Valérie Höß

Vanessa Chesnot

Trilligent

BASF SE

European Society of Association Executives

SEC Newgate EU

Cefic AISBL - European Chemical Industry Council

European Commission

BP America Inc.

CEC Group, s.r.o.

The Right Street Digital

Dentons Global Advisors Europe

US Army

The Right Street Digital

Freelance consultant

Dober Partners

SEC Newgate EU

The European Container Glass Federation

STEMA_CG

Herbalife Europe Limited

Quorum

Kellogg Company

Vulcan Consulting Ltd.

DENSO International Europe B.V.

CEC Group, s.r.o.

Care2, Inc.

Edelman Global Advisory

Finance Watch

BP America Inc.

Rud Pedersen Public Affairs

Danish Industry

Deutsche Bank

The European Container Glass Federation

About the Public Affairs Council



With offices in Washington D.C. and Brussels, the Public Affairs Council is the leading global association for public affairs professionals with more than 750 companies, trade associations, NGOs and other organizations as members, including more than 12,000 individuals. It provides research, roundtables, training and other resources to its members on public affairs, government affairs, stakeholder management, digital advocacy, issue management and related topics. It is non-political and non-profit, based on an annual membership model.

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