

European Digital Advocacy Summit

EUDAS 2023 DAY 2

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 2: Thursday, December 7, 2023

08:30 – 09:00

Registration, welcome and network coffee

09:00 – 10:00

Harnessing Artificial Intelligence for Public Affairs – Techniques, Tools & How to Use Them

Speaker:

- Chandler Wilson: Founder at bridge_ci
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10:00 – 10:10

Networking break

10:10 – 11:10

Digital Advocacy - The Persuasion Factors

Speaker:

- Harold Tor: Global and EU Digital Communications, Advocacy and Marketing Consultant at Hyperion Tree Digital
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11:10 – 11:20

Networking break

11:20 – 12:20

Strategic Planning for Digital Advocacy – Case Studies and Best Practice

Speaker:

- Tom Moylan: Director at Moylan Communications
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12:20

Lunch & Adjourn

[PAC European office](#)

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

[PAC Membership](#)

EUDAS Speaker bios (in alphabetical order)



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

HAROLD TOR

GLOBAL AND EU
DIGITAL
COMMUNICATIONS,
ADVOCACY AND
MARKETING
CONSULTANT
HYPERION TREE
DIGITAL

Harold Tor, a Global and EU Digital Communications, Advocacy, and Marketing Consultant, is a versatile professional with a penchant for stoic reflection and profound thought. From serving as Head of Communications at the European Community Shipowners' Associations to leading digital initiatives at GPLUS and Education International, Harold has significantly influenced the realms of digital advocacy and communications.

With a master's in International Relations and contributions to the Asia-Europe Foundation, he has played pivotal roles in organizations such as the European Commission and National Council of Social Services. Fluent in German, French, Mandarin, Hokkien, Dutch, and Cantonese, Harold's linguistic diversity underscores his global perspective.

Boasting over 19 years of hands-on and directorial experience, he excels in digital campaigning, online reputation management, social media coaching, and corporate communications coaching. Harold's dedication to driving digital transformation is evident in his role as a consultant, offering comprehensive audits and strategic recommendations to enhance data and information engagements.



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.



SPEAKER

TOM MOYLAN

DIRECTOR
MOYLAN
COMMUNICATIONS

Tom works in strategic communication for government institutions, businesses and nonprofits.

As the Director of Moylan Communications, he brings to bear more than a decade of experience in policy and political communication strategy for clients both large (like the European Commission, the OECD and various associations) and small (like Belgian municipalities, start ups and local activists).

He teaches and researches strategic communication at the Brussels School of Governance at the Vrije Universiteit Brussel.

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. |

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| Iana Pervazova | Trilligent |
| Iga Wasilewicz | BASF SE |
| Ioannis Pallas | European Society of Association Executives |
| Ivet Armengol | SEC Newgate EU |
| Jana Graso | Cefic AISBL - European Chemical Industry Council |
| Joseph Damamme | European Commission |
| Juan Javier Macho Guerrero | BP America Inc. |
| Kacper Zarembski | CEC Group, s.r.o. |
| Klym Ahrykov | The Right Street Digital |
| Krijn van den Nieuwenhof | Dentons Global Advisors Europe |
| Logan McDarmen | US Army |
| Lorenzo Marchese | The Right Street Digital |
| Mariem Myriam BENFAR BENFARAH | Freelance consultant |
| Mark Dober | Dober Partners |
| Matas Duda | SEC Newgate EU |
| Michael Delle Selve | The European Container Glass Federation |
| Mida Pezeshkian | STEMA_CG |
| Mirosław Gajewski | Herbalife Europe Limited |
| Nia Chigogidze | Quorum |
| Nina Peacock | Kellogg Company |
| Pascal Koenig | Vulcan Consulting Ltd. |
| Paul Aimakhu | DENSO International Europe B.V. |
| Pavel Kolar | CEC Group, s.r.o. |
| Rhiannan Sullivan | Care2, Inc. |
| Sabine Von Wirén-Lehr | Edelman Global Advisory |
| Samuel Bossart | Finance Watch |
| Stefan Koch | BP America Inc. |
| Steffen Thejll-Moller | Rud Pedersen Public Affairs |
| Tom Nielsen | Danish Industry |
| Valérie Höß | Deutsche Bank |
| Vanessa Chesnot | 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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