March 2024

Public Affairs Council

Y O U R H O S T S



CARYN SELIGMAN

Senior Director Membership Team



JOÃO SOUSA

Managing Director European office & Global practice





PUBLIC **AFFAIRS** COUNCIL PROFILE



individuals

750 total members

≈ **130** events/year

WASHINGTON NONPARTISAN **BRUSSELS NONPOLITICAL**

office locations politics

total 23 staff

OUR MISSION

Our mission is to advance the field of public affairs and to provide members with the executive education and expertise they need to succeed while maintaining the highest ethical standards.



YOU'RE IN GOOD COMPANY













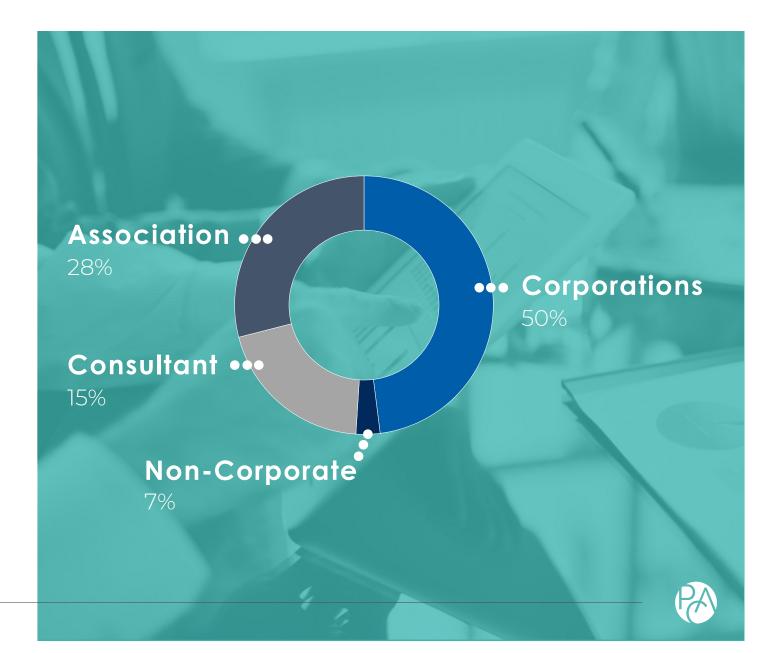








A DIVERSE COMMUNITY



MEMBERSHIP BENEFITS IN EUROPE











MEMBERSHIP BENEFITS IN EUROPE

EXECUTIVE EDUCATION











EUROPEAN MEMBERSHIP ORIENTATION

HALLMARKS of COUNCIL EVENTS

- Conferences & signature events
- Webinars & roundtables
- Workshops & 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
- ✓ Count towards PA certificates



Recent workshops, discussions & webinars

STRATEGY & BEST PRACTICES

- Setting the Foundations of a Successful Public Affairs Strategy
- Country briefings Public Affairs in European capitals

Quantifying Public Affairs Risks & Opportunities

POLICY, REGULATORY & TRENDS

- Artificial Intelligence for Public Affairs
- EU Masterclass: Influencing EU Decision-Making



COMMUNICATION & REPUTATION



- Digital Narratives and Campaigns in the EU
- Communication for European Public Affairs
- Negotiation Techniques for PA Professionals

DEVELOPMENT & SKILL-BUILDING

- Writing and Storytelling for Advocacy in the EU
- Mastering Meetings with EU Decision-Makers
- Working with the European Parliament

pac.org/europe for complete list



UPCOMING EVENTS IN EUROPE IN 2024

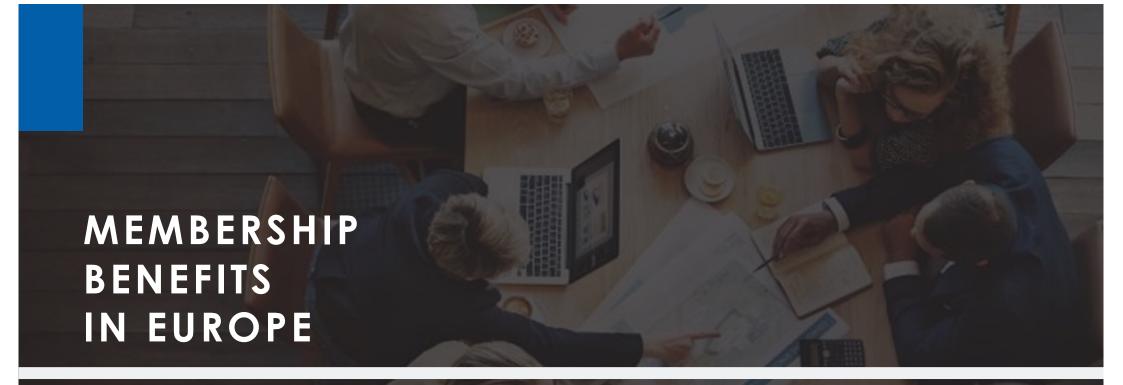


- From Policy Data to Intelligence Tools, Insights & Techniques for PA (Mar 26)
- The Geopolitics of the EU in Election Year (Mar 28)
- Digital Advocacy Campaigns in the EU (Apr 16)
- Selling the Value of Your PA Work (Apr 18)
- Brussels Public Affairs Forum 2024 (June 19)
- Brussels Study Tour 2024 (June 20 & 21)









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

STAKEHOLDERS, NGOS, EMERGING TOPICS

Transparency, social trends

Sustainability, Global Governance, DEI, AI in Public affairs

MANAGEMENT

PUBLIC AFFAIRS

PA strategy & management best practices

Issues management

KPIs, measurement & evaluation

STRATEGIC COMMUNICATION & DIGITAL

Digital & social media advocacy

Strategic communications planning

Policy communications



QUESTIONS WE CAN ANSWER

EUROPEAN MEMBERSHIP ORIENTATION

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?



2023 Trends In

EXECUTIVE SUMMARY

Public Affairs Council

European Public Affairs Survey Report

How is the European public affairs community addressing some of the biggest challenges facing business, society

The "Trends in floragenan Public Affairs" report is a survey constructed every year by the Public Affa Cauncil, providing the European public affairs commany with highly that source of the biggest challenges (chair) gas profession taked; "This years" survey boatest of the impact of gaspatiliss, sustainability, including the distribution of the public affairs principle, and kentified source of the indire challings factor by terms on seven as noticing in to arcoment them. First is address the median of the

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See pac.org/europe for complete list

PA

RESEARCH, SURVEYS & RESOURCES IN EUROPE



10 Things to Remember When

1. COMPLIANCE

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2. HIERARCHY

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3. UNEQUAL PARTNERSHIP

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WORKING WITH EU COMMISSION STAFF

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6. MINIMIZING RISK

7. VISIBILITY

8. TRANSPARENCY

9. LEGITIMACY

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GLOBAL BENCHMARKING & REPORTS

See pac.org/europe for complete list



MEMBERSHIP BENEFITS IN EUROPE

COMMUNITY



NETWORKING OPPORTUNITIES

More than 30 European events plus customized trainings attended by 1,500+ of your peers every year

More than 250 member organizations, based (or with offices) in Europe, with whom you can connect

European Advisory Group

And more...



COUNCIL CONNECT & INTERNATIONAL PROFESSIONAL COMMUNITIES

GOVERNMENT RELATIONS

POLITICAL INVOLVEMENT

INTERNATIONAL



Contact Information

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