

March 2024



Public Affairs  
Council

# EUROPEAN MEMBERSHIP ORIENTATION

# YOUR HOSTS

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# PUBLIC AFFAIRS COUNCIL PROFILE

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EUROPEAN MEMBERSHIP ORIENTATION

**1954**  
founded

**12 000**  
individuals

**750**  
total members

**≈ 130**  
events/year

**WASHINGTON  
BRUSSELS**  
office locations

**NONPARTISAN  
NONPOLITICAL**  
politics

**23**  
total  
staff



# OUR MISSION

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*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

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EUROPEAN MEMBERSHIP ORIENTATION





# A DIVERSE COMMUNITY

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**Association ...**  
28%

**Consultant ...**  
15%

**Non-Corporate ...**  
7%

**... Corporations**  
50%



# MEMBERSHIP BENEFITS IN EUROPE

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- ▶ EXECUTIVE  
EDUCATION
- ▶ EXPERTISE
- ▶ COMMUNITY



# 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
- Sustainability and ESG for EU Public Affairs Teams

## 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](https://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)**





# MEMBERSHIP BENEFITS IN EUROPE



# EXPERTISE

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# 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  
planning

Policy communications

## STAKEHOLDERS, NGOs, EMERGING TOPICS

Transparency, social trends

Sustainability, Global Governance,  
DEI, AI in Public affairs





# 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?





# RESEARCH, SURVEYS & RESOURCES IN EUROPE

See [pac.org/europe](https://pac.org/europe) for complete list

THE STATE OF  
CORPORATE  
PUBLIC AFFAIRS  
2023-2024



Data and insights from industry  
leaders on key questions in  
public affairs management

2021 DEI TRENDS IN  
PUBLIC AFFAIRS REPORT



Measuring and  
Communicating  
the Value of  
Public Affairs

2023



Managing Stakeholder  
Engagement on a  
Global Scale

By Brian Duffy  
Foundation for Public Affairs

# GLOBAL BENCHMARKING & REPORTS

See [pac.org/europe](https://pac.org/europe) for complete list

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# MEMBERSHIP BENEFITS IN EUROPE

## COMMUNITY

# NETWORKING OPPORTUNITIES

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

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

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European Advisory Group

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And more...

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# COUNCIL CONNECT & INTERNATIONAL PROFESSIONAL COMMUNITIES

GOVERNMENT RELATIONS

POLITICAL INVOLVEMENT

INTERNATIONAL

# Contact Information

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