

July 2024



Public Affairs
Council

EUROPEAN MEMBERSHIP ORIENTATION

YOUR HOSTS



EMILY WALLACE

Senior Manager
Membership Team



JOÃO SOUSA

Managing Director
European office & Global practice

PUBLIC AFFAIRS COUNCIL PROFILE



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

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



LVMH



A DIVERSE COMMUNITY

Association ...
28%

Consultant ...
15%

Non-Corporate ...
7%

Corporations ...
50%



MEMBERSHIP BENEFITS IN EUROPE

▶ EXECUTIVE
EDUCATION

▶ EXPERTISE

▶ COMMUNITY



MEMBERSHIP BENEFITS IN EUROPE

EXECUTIVE EDUCATION



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
- Public Affairs in EU capitals - Case Studies, Best Practices & Lessons Learned
- Quantifying Public Affairs Risks & Opportunities

POLICY, REGULATORY & TRENDS

- Geopolitics and EU Public Affairs in a Year of European Elections
- EU Masterclass: Influencing EU Decision-Making
- Sustainability and ESG for EU Public Affairs Teams

POLICY COMMUNICATION

- Digital Advocacy Campaigns in the EU
- Communication for European Public Affairs – Strategy, Planning and Tools
- Negotiation Techniques for PA Professionals

DEVELOPMENT & SKILL-BUILDING

- Writing and Storytelling for Advocacy in the EU
- Future-Proof Your PA Team - Techniques to Hire and Retain Talent in the EU
- Mastering Meetings with EU Decision-Makers

pac.org/europe for complete list

UPCOMING EVENTS IN EUROPE IN 2024

- EU Policy Insights - Priorities of the EU for the Next 5 Years (Sept 11)
- Mapping and Engaging with Your New EU Stakeholders (Sept 12)
- What the US Elections Mean for PA Professionals in Europe (Sept 17)
- Artificial Intelligence for Public Affairs – Tools & Techniques (Sept 26)
- ***EU Decision-Making Masterclass (Dec 3)***
- ***European Digital Advocacy Summit (Dec 5)***



US-BASED SIGNATURE EVENTS

NATIONAL PAC CONFERENCE

February 23-26, 2025 in Austin, TX

SPRING EXECUTIVE MEETING

Spring 2025 in Washington, DC

DIGITAL MEDIA & ADVOCACY SUMMIT

Summer 2025 in Washington, DC

GOVERNMENT RELATIONS & POLICY CONFERENCE

September 25-27, 2024 in Washington, DC

THE ADVOCACY CONFERENCE

February 2-5, 2025 in fort Lauderdale, FL

PUBLIC AFFAIRS INSTITUTE

January 6-9, 2025 in Huntington Beach, CA



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
planning

Policy communications

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?

2023 Trends In European Public Affairs Survey Report

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

EXECUTIVE SUMMARY

The "Trends in European Public Affairs" report is a survey conducted every year by the Public Affairs Council, providing the European public affairs community with insights into some of the biggest challenges facing the profession today. This year's survey looked at the impact of geopolitics, sustainability, technology, and diversity in the public affairs function, and identified some of the major challenges faced by teams as well as strategies to overcome them. Here is what we found:

Sustainability is perceived as a key challenge and public expectations are high. "Climate change, sustainability and ESG developments and regulations" are perceived by more than half of respondents as the top factor impacting their organization's operational environment in the 12 months ahead. Furthermore, an overwhelming 97.41% consider sustainability and ESG to be areas in which their organizations face rising public expectations and increased EU regulations.

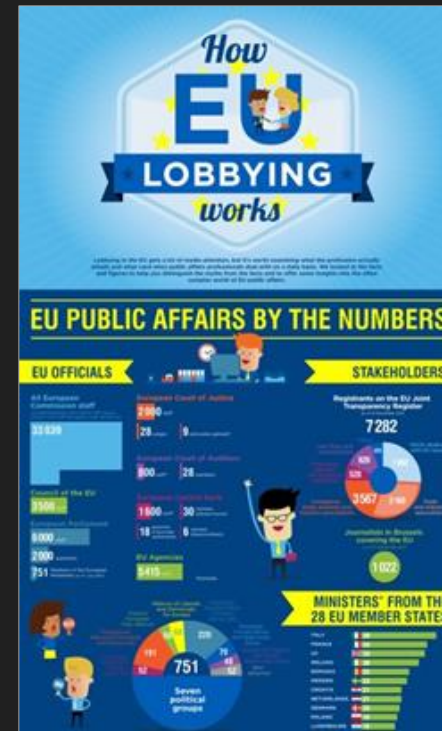
Cautious optimism about the adoption of Artificial Intelligence (AI) for public affairs. Almost half of respondents (46.05%) either "strongly agreed" or "somewhat agreed" with the statement that "AI tools will be adopted by a majority of European organizations for their public affairs and communication work within the next 12 months." Opinions are divided on this point, however, with almost one-third of respondents (28.95%) "neither agreeing nor disagreeing" with that statement, and 22.37% "somewhat disagreeing." As far as individual tools are concerned, a significant 47.37% admit to never having used ChatGPT, while 22.36% use it once per week, several times per week, or every day.

Sustainability, industry legislation and global politics are the main perceived external risks, and public affairs is key to managing their impact. "Climate change, Sustainability and ESG developments and regulations" (53.53%) and "Industry-specific developments and legislation" (45.67%) are the main external factors impacting organizations' operational environment. They are closely followed by perceptions of political risk and uncertainty, in Europe and beyond, with respondents showing concern about "upcoming EU elections and the make-up of EU institutions" (41.33%), "political developments in EU member states" (36.00%) and "political developments in the US and US-EU relations" (29.33%). Almost three quarters of respondents agree that public affairs teams play a key role in helping their organization manage the impact of these issues.

Public affairs profession is perceived as "below average" when it comes to diversity. A significant 44% of respondents described the diversity of the public affairs profession in the country where they are based as "well below average" or "somewhat below average" in comparison to the labor market as a whole. Conversely, 64% responded that there are formal plans in an organization-wide basis to incorporate diversity, equity and inclusion (DEI) considerations into strategic planning.

10 Things to 'Remember' When WORKING WITH EU COMMISSION STAFF

- 1. COMPLIANCE**
 • COM staff value and must comply with financial, ethical, and other rules and guidelines. These are robust above and beyond what most public affairs professionals would wish to be made better.
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- 2. HIERARCHY**
 • Be mindful that the multiple layers of hierarchy in the COM can make a major impact on various aspects of your work.
 • The hierarchy often will limit the number of people who can be involved in a project. It is important to understand the hierarchy and to work within it. It is also important to understand the hierarchy and to work within it.
- 3. UNEQUAL PARTNERSHIP**
 • This is an unequal relationship which is expected to follow the COM's mission, with your organization as a partner, not an equal. Don't try to argue yourself above your place, but do understand the relationship and your place in it.
- 4. DIVERSITY**
 • COM staff come from 28 countries (even after Brexit) at least 100 nationalities, and their cultural background has a major impact on their work. Communication skills, fluency, and respect for differences are essential. Don't assume that "the culture map" is the same for all.
- 5. MOTIVATION**
 • On the job, it is important to understand the core motivations of your COM counterparts, and always try to look for ways to work with them. When you are working with them, you will find that they are motivated by a variety of factors. It is important to understand the core motivations of your COM counterparts, and always try to look for ways to work with them.
- 6. MINIMIZING RISK**
 • COM staff place great emphasis on low risk solutions. The riskiest solution is the one that is most likely to be rejected. It is important to understand the risk profile of your organization and to work within it. It is also important to understand the risk profile of your organization and to work within it.
- 7. VISIBILITY**
 • Which is usually a problem in a public affairs context for those who want to be seen. It is important to understand the visibility profile of your organization and to work within it. It is also important to understand the visibility profile of your organization and to work within it.
- 8. TRANSPARENCY**
 • Most of your contacts and contacts' contacts, including your own, will be transparent. It is important to understand the transparency profile of your organization and to work within it. It is also important to understand the transparency profile of your organization and to work within it.
- 9. LEGITIMACY**
 • The COM is struggling with a legitimacy crisis among a section of the public. It is important to understand the legitimacy profile of your organization and to work within it. It is also important to understand the legitimacy profile of your organization and to work within it.
- 10. MESSAGING**
 • Don't be misled by communication methods and messages. They are often very different from the reality. It is important to understand the messaging profile of your organization and to work within it. It is also important to understand the messaging profile of your organization and to work within it.



RESEARCH, SURVEYS & RESOURCES IN EUROPE

See 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 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



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

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...

A group of people, mostly women, are gathered in a well-lit room with large windows and framed artwork on the walls. They appear to be at a social or professional event, with some holding glasses. The scene is slightly dimmed to serve as a background for the text.

COUNCIL CONNECT & INTERNATIONAL PROFESSIONAL COMMUNITIES

GOVERNMENT RELATIONS

POLITICAL INVOLVEMENT

INTERNATIONAL

Contact Information

JOAO SOUSA

MANAGING DIRECTOR
EUROPEAN OFFICE & GLOBAL PRACTICE

jsousa@pac.org
+32.476.639.503

U.S. OFFICE

2121 K ST. N.W. SUITE 900
WASHINGTON DC 20037

pac@pac.org
+1.202.787.5950

EUROPEAN OFFICE

SQUARE AMBIORIX 7
1000 BRUSSELS

europe@pac.org
+32.476.639.503