

October 2024



Public Affairs
Council

EUROPEAN MEMBERSHIP ORIENTATION

PUBLIC AFFAIRS COUNCIL PROFILE



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

- How to Work with the New EU Parliament (Oct 17)
- Decoding the US Election Results: Implications for PA in Europe and Beyond (Nov 13)
- Strategic Planning for Public Affairs – Setting Objectives & Priorities for 2025 (Nov 14)
- Public Affairs Best Practice in Brussels (Nov 19)
- Sustainability for PA Teams – Best Practice and Trends in an Election Year (Nov 26)
- ***EU Decision-Making Masterclass (Dec 3)***
- ***European Digital Advocacy Summit (Dec 4 & 5)***





**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?

How can I create and implement a **Europe-wide public affairs plan**?

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.?

Can you recommend **public affairs consultancies** in Europe?

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" (42.67%) 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, 61% responded that there are formal plans on 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**
 EU staff will value and work closely with financial, ethical, and other laws and guidelines. These are relevant above and beyond, and you need to know them. Working together, you can ensure you are all on the same page.
- 2. HIERARCHY**
 Be mindful that the multiple layers of hierarchy in the Commission make a major impact on the speed of your work.
 Approval: The multiple steps and layers of the approval process, in which various managers (department heads, legal, policy, technical, and financial) must sign off, will impact timelines and deadlines. Consider having a clear hierarchy for issues involving significant budget implications, or internal political considerations, or urgent issues.
- 3. UNEQUAL PARTNERSHIP**
 You are an external stakeholder which is expected to follow the Commission's lead. Your organization's role is advisory. Don't try to get yourself above your place, but do not underestimate and engage in your communication.
- 4. DIVERSITY**
 EU staff come from 28 countries (besides the three EU, at least for public, and their cultural background contributes to a major impact on their work, communication style, attitudes, and expectations. Consider cultural differences and how to navigate them. The Culture Matters to learn more.
- 5. MOTIVATION**
 At the end of the day, to understand the core motivations of your Commission staff, and always try to look for ways to work together where you can provide valuable input. You will be a better understanding of your activities goals.
- 6. MINIMIZING RISK**
 EU staff place great emphasis on low-risk solutions. The solution you are proposing is perceived to be a high-risk solution. A high-risk solution may be a high-risk solution for you, but it may not be a high-risk solution for the Commission.
- 7. VISIBILITY**
 Which is normally a priority in government services for their good work, be mindful to get your Commission staff to see your work. They may not be able to see your work if you are not visible. They may not be able to see your work if you are not visible. They may not be able to see your work if you are not visible.
- 8. TRANSPARENCY**
 Clarity of your message and visible communication, including meeting times, will be appreciated, and may be required. The Commission staff will be happy to help you understand the Commission's work and to share your work with them.
- 9. LEGITIMACY**
 The Commission is engaged with a regulatory crisis among a sector of EU citizens. It's important to be clear and to be heard. The Commission staff will be happy to help you understand the Commission's work and to share your work with them.
- 10. MESSAGING**
 A number of factors of communication methods and formats. They are: the type of communication and the level of communication. The Commission staff will be happy to help you understand the Commission's work and to share your work with them.

How EU LOBBYING works

EU PUBLIC AFFAIRS BY THE NUMBERS

EU OFFICIALS
 32,836 Commission staff
 10,000 Commission staff
 2,000 Commission staff
 751 Commission staff

STAKEHOLDERS
 7,282 Registrants on the EU Joint Transparency Register
 3,567 Registrants on the EU Joint Transparency Register
 1,822 Registrants on the EU Joint Transparency Register

MINISTERS' FROM THE 28 EU MEMBER STATES
 751 Seven political groups



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

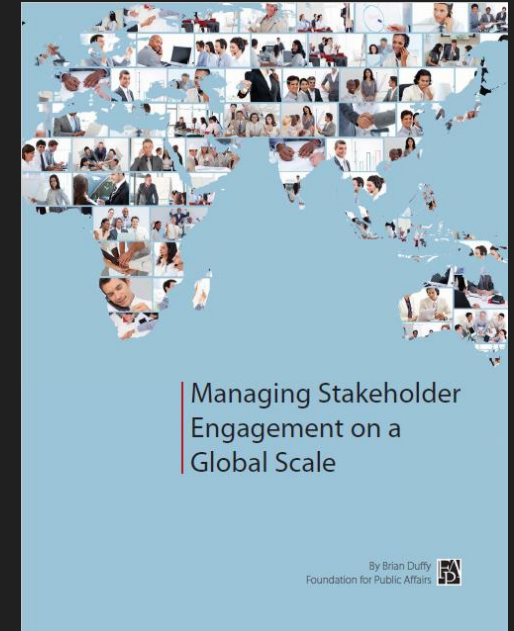


2021 DEI TRENDS IN
PUBLIC AFFAIRS REPORT



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





**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

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

