



Public Affairs
Council

EUDAS

EUROPEAN DIGITAL ADVOCACY SUMMIT

2024

#EUDAS24

Conference Agenda

DAY 1: Wednesday, December 4, 2024

[ACE Events](#)

08:30 – 09:00

Registration, welcome and network coffee

09:00 – 10:00

Session 1: Communicating through Uncertainty – Lessons learned from Europe and beyond

Speakers:

- Malgorzata Miazek: Director of Communications at Cosmetics Europe
- Mette Lykke Nielsen: CEO at Lykke Advice
- Thibaut L'Ortye: Senior Director of Public Affairs at American Chamber of Commerce to the European Union (AmCham EU)
- Thomas Richter: Vice President, Head of Global Government & Public Affairs at Solvay SA

Moderator:

- João Sousa: Managing Director European Office & Global Practice at Public Affairs Council

10:00 – 10:15

Networking break

10:15 – 11:15

Session 2: Managing Your Organization's Reputation in the Digital Age – Challenges and opportunities for European teams

Speakers:

- Julie Kjestrup: Head of Policy and Thought Leadership at VELUX
- Laura Vingan: Senior Manager, Global Communications at BSA | The Software Alliance
- Vanessa Terrier: Account Director | Creative coordinator at SEC Newgate EU

Moderator:

- João Sousa: Managing Director European Office & Global Practice at Public Affairs Council

11:15 – 11:30

Networking break

11:30 – 12:30

Session 3: Communicating in the European Arena – Strategies, tactics, and tools for successful advocacy in 2025

Speakers:

- Ali Rojo Santos: Senior Manager, EU Alliance Development at Amgen
- Caroline Moulins: Head of Communications & Events at EORTC
- Craig Winneker: Director of Communications at ePURE

Moderator:

- João Sousa: Managing Director European Office & Global Practice at Public Affairs Council

12:30

Lunch & Adjourn

Conference Agenda

DAY 2: Thursday, December 5, 2024

[Ambiorix Center](#)

08:30 – 09:00

Registration, welcome and network coffee

09:00 – 10:00

Session 1: AI Prompt Engineering for Public Affairs and Communication Professionals

Speaker:

- David Timis: Global Communications & Public Affairs Manager at Generation
-

10:00 – 10:15

Networking break

10:15 – 11:15

Session 2: Social Media for Successful Digital Advocacy Campaigns

Speaker:

- Vincent Levin: Senior Director, Account Management at NJI Media
-

11:15 – 11:30

Networking break

11:30 – 12:30

Session 3: Unleashing the Power of Narratives and Communities through Digital Tools

Speaker:

- Katarzyna Kowalewska: Independent Consultant, Social Media Expert and Community Builder
-

12:30

Lunch & Adjourn

[PAC European office](#)

[2024 Survey Report:
Trends in European
Public Affairs](#)

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FiscalNote

NJI

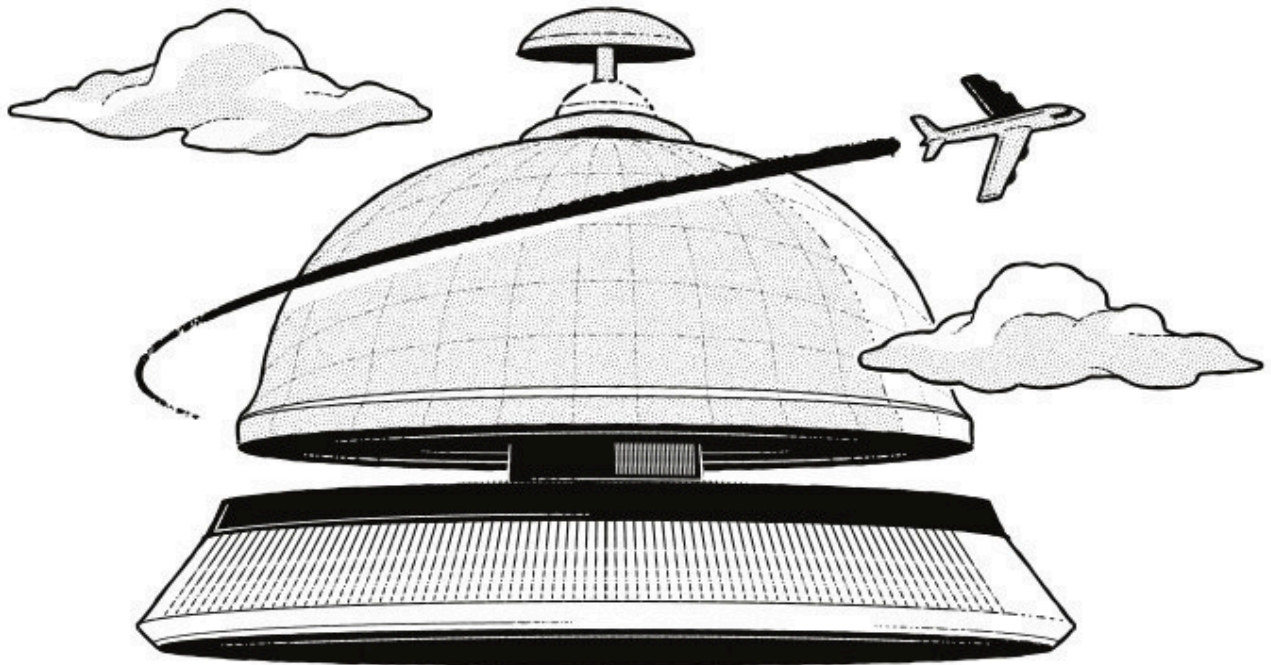


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Public Affairs Council
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EUDAS Speaker bios (in alphabetical order)



**ALI ROJO
SANTOS**

SENIOR MANAGER, EU
ALLIANCE
DEVELOPMENT AT
AMGEN

Ali is a Senior Manager - EU Alliance Development at Amgen, supporting the EU Government Affairs team's efforts by connecting and aligning Amgen's work to the needs of a wide range of stakeholders in Brussels – from patient groups to think tanks.

Having worked for seven years in EU and UK health policy, Ali is a staunch believer in the importance of forging strong relationships and investing time in understanding the needs of different stakeholders – beyond just policymakers but also your “usual suspects”.

Prior to working at Amgen, Ali was an Associate Director at one of Brussels's leading consultancies. She started her career in the public administration, working at the Spanish Embassy in the UK around Brexit-related matters immediately after the referendum.

Ali holds a bachelor's degree from King's College London, where she specialised in policy analysis and comparative politics, and a master's degree in Political Communications.



**CAROLINE
MOULINS**

HEAD OF
COMMUNICATIONS &
EVENTS
AT EORTC

Caroline Moulins is the Head of Communications at the European Organisation for Research and Treatment of Cancer (EORTC).

With a robust background in strategic communications and event management, Caroline plays a pivotal role in enhancing EORTC's visibility and outreach efforts.

Before joining EORTC, she served as the Head of Communications at MedTech Europe and as the Corporate Engagement Manager at the European Association for Cancer Research (EACR).

She also worked as an Analyst for the "Health Care in Danger" project at the International Committee of the Red Cross in Geneva.

She holds a Master's degree in International Relations from Sciences Po Lyon and a Master's degree in Social Economics from Université Lumière Lyon 2



CRAIG WINNEKER

DIRECTOR OF
COMMUNICATIONS
AT ePURE

Craig Winneker has worked as a communications professional and journalist for more than 30 years in Brussels and Washington.

Since December 2016 he has been Director of Communications for ePURE, the European renewable ethanol association, where he is in charge of communications strategy and coordination with public affairs, as well as media relations, social media and content creation. Before joining ePURE, Craig worked at POLITICO Europe, where he was News Editor and part of the launch team, as well as the editor of the daily Brussels Playbook.

Before that, he was Director of Public Affairs at the European Crop Protection Association and Director of Political Communications for the European Photovoltaic Industry Association.

His journalism career included top editorial positions with the Wall Street Journal Europe and European Voice in Brussels, and Capital Style magazine and Roll Call newspaper in Washington.



DAVID TIMIS

GLOBAL
COMMUNICATIONS &
PUBLIC AFFAIRS
MANAGER
AT GENERATION

David Timis is the Global Communications & Public Affairs Manager of Generation, the largest global employment program by annual volume that both trains and places people into life-changing careers that would otherwise be inaccessible. His mission in life is to prepare people for the future of work and his interests lie at the intersection of reskilling, employment, and technology. David was educated in Business and Management at the University of Glasgow and in European Political and Governance Studies at the College of Europe. He has 10 years of work experience in marketing, communications, and public affairs in organisations such as Google, L'Oréal, and BCW.

David has guest lectured at renowned universities such as Cambridge University and the College of Europe and delivered keynote speeches about the impact of technology on the future of work for a wide range of clients including TEDx, Google, and the European Commission. He has been recognised as an Influential Leader by the Association to Advance Collegiate Schools of Business, included on the Forbes 30 Under 30 List for his work to equip young people with digital skills, and selected by the World Economic Forum to be part of the Davos Lab.

For more information about David's work, please visit his personal website: <http://davidtimis.com/>.



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.



JULIE KJESTRUP

HEAD OF POLICY AND
THOUGHT LEADERSHIP
VELUX

Julie Kjestrup is Head of Policy & Thought Leadership for VELUX and President of Efficient Buildings Europe.

Previously, she worked for Danfoss, the European Copper Institute and APCO, amongst others.

She has extensive experience working on all aspects of advocacy and stakeholder engagement at EU, member state and global level and has witnessed first-hand, and contributed to, the rise of building, climate and energy topics on the global policy agenda over the past 15+ years.



**KATARZYNA
KOWALEWSKA**

INDEPENDENT
CONSULTANT SOCIAL
MEDIA EXPERT AND
COMMUNITY BUILDER

Katarzyna Kowalewska is a leading social media expert and community builder with a proven track record in shaping digital strategies for some of the most prominent institutions in the EU.

She developed her expertise while working with the flagship digital teams of the European Parliament, European Commission, and the European External Action Service. Katarzyna is passionate about fostering authentic connections between people and the EU through intentional social media presence.

Outside of work, she is a content creator and the author of the popular newsletter [Katarzyna Kowalewska](#)



**LAURA
VINGAN**

SENIOR MANAGER,
GLOBAL
COMMUNICATIONS
AT BSA | THE
SOFTWARE ALLIANCE

Laura Vingan is Senior Manager of Global Communications at BSA | The Software Alliance.

With experience across industries like railways, insurance, advertising, and now tech, one thing has stayed constant in Laura's career: her passion for working with membership organizations.

She thrives on creating impactful content, managing events, handling media relations, and bringing members together to work for the greater good of their industry.

She firmly believes that creativity is the heart of communications—not in terms of design, but as a tool for smart problem-solving.

Laura holds a BA in Communication Studies from the University of Bucharest and a Master of Science in Management from Vrije Universiteit Brussel.



**MALGORZATA
MIAZEK**

DIRECTOR OF
COMMUNICATIONS
COSMETICS EUROPE

Malgorzata Miazek is Director of Communications at Cosmetics Europe.

Malgorzata has extensive experience in strategic communication with a strong focus on media relations. Prior to joining Cosmetics Europe, she was a media relations officer at ICF Mostra (now ICF Next) where she worked on multiple pan-European communication projects the field of regional policy, transport and consumer rights.

Beforehand, Malgorzata worked at the Spokesperson's Service of the European Commission and Directorate-General for Regional and Urban Policy.

Malgorzata Miazek was educated at the University of Lodz, Poland and Central European University, Budapest, Hungary.



**METTE LYKKE
NIELSEN**

CEO
AT LYKKE ADVICE

Mette Lykke Nielsen is the founder of Lykke Advice, established in 2016. With over 15 years of experience in public affairs, she has a proven track record of influencing key policies at the European Union level.

Mette has worked across various sectors, gaining valuable experience in both the public and private spheres.

From 2012 to 2021, Mette was with Fur Europe, where she served as CEO starting in 2016, representing the organization at the highest levels. In 2012, she was recognized as one of Denmark's 100 business talents by Berlingske Talent, notably as one of the few talents representing a non-profit association—the Danish European Movement.

A public affairs professional driven by political engagement and results, Mette brings a deep understanding of the European political landscape and a commitment to achieving impactful outcomes.



**THIBAUT
L'ORTYE**

SENIOR DIRECTOR OF
PUBLIC AFFAIRS
AMERICAN CHAMBER
OF COMMERCE TO THE
EUROPEAN UNION
(AMCHAM EU)

Thibaut is a Belgian professional leading advocacy campaigns at the intersection of policy and communications. Since joining AmCham EU in 2014, he provides strategic advice on policy issues affecting various industries, coordinates external communications, research, and publications, and oversees outreach to European and international media.

He crafts the Chamber's messaging and has contributed to internal communications, stakeholder engagement, events, marketing, branding, reputation management, sales, and sponsorship. Previously, he worked closely with AmCham EU's CEO, coordinating outreach to top business and government leaders in Europe and the U.S., drafting speeches and policy briefings, and supporting the Board of Directors.

Outside AmCham EU, Thibaut serves on the Executive Committee of a major Belgian non-profit focused on youth empowerment.

He holds a Master's degree in European Politics and a Bachelor's degree in Political Science from the Université libre de Bruxelles (ULB), and studied at McGill University and the Vrije Universiteit Brussel (VUB).

Fluent in English and French, he has a good command of Dutch.



**THOMAS
RICHTER**

VICE PRESIDENT, HEAD
OF GLOBAL
GOVERNMENT &
PUBLIC AFFAIRS
AT SOLVAY SA

Thomas Richter joined Solvay SA in October 2023, as Vice President and Head of Global Government & Public Affairs.

In his role he leads Solvay's GPA team and oversees the company's global engagement with governments, policymakers, regulatory authorities, NGOs as well as community stakeholders.

Part of his role is also to advise the Executive Leadership Team and Business Leaders on geopolitical developments and assess how they might impact Solvay's business.

Prior to joining Solvay, Thomas worked at LANXESS as Head of EU Representation, leading the company's government affairs work in Europe.

Before that, he spent more than a decade advising companies primarily from various sectors on reputation, policy and regulatory affairs and societal impact as a public affairs consultant.



**VANESSA
TERRIER**

ACCOUNT DIRECTOR |
CREATIVE
COORDINATOR
SEC NEWGATE EU

Vanessa is a Communications expert specialising in the development of integrated communication strategies, in particular for clients in the chemical sector.

Her expertise extends to digital communication, building campaigns and social media strategies for a variety of clients and providing insights on the best tools and platforms to achieve a successful digital presence and outreach.

Before joining SEC Newgate EU, Vanessa built a 10+ year experience in PR, corporate communications, events and social media management. During her career she gained in-depth knowledge of industrial and manufacturing environments after working for companies such as Bridgestone and DuPont Sustainable Solutions managing their local and European external communications strategies.

She holds a Master's Degree in European Affairs from the Sorbonne University in Paris. Vanessa is a French, American and Venezuelan national and native English, French and Spanish speaker.



**VINCENT
LEVIN**

SENIOR DIRECTOR,
ACCOUNT
MANAGEMENT
NJI MEDIA, LLC

Vincent's strategic acumen and client service leadership drive NJI's success.

A trusted ear in DC, he combines industry expertise and media production skills to shape impactful narratives.

His ability to connect audiences and stay current on trends sharpens his insights. He's a favored partner of associations, think tanks, and Fortune 100s, fostering strong, lasting client relationships.

FiscalNote EU Issue Tracker

Monitor the EU Policy Landscape with EU Issue Tracker

EU Issue Tracker's team of Brussels-based policy analysts help you not only monitor, but act on changes in EU policy. We capture the latest developments and future timelines of all EU dossiers and monitor, catalogue, and assess their implications. Acting as a force multiplier, EU Issue Tracker takes a systematic approach to policy intelligence and analysis. By removing the manual work typically involved in policy monitoring, EU Issue Tracker saves you time and puts the information that matters in front of you with a comprehensive solution that includes:

Collation:

We combine human intelligence and technology to help you identify risks and opportunities stemming from EU policy initiatives.

Customisation:

You control what is put in front of you by selecting specific dossiers of interest, and we'll send you timely alerts on procedural developments.

Expert Analysis:

Our dedicated team of 20+ analysts deliver concise, information-rich summaries, with direct lines for any support you need.

Our Approach:

- ✓ We combine human intelligence and technology to help you navigate EU policy at an institutional level — including legislative and non-legislative files, secondary legislation, and possible future regulatory measures.
- ✓ Our policy radar identifies future regulatory risks and policy initiatives before they become formal proposals. Early monitoring enables you to mitigate exposure to new and peripheral policy concerns.
- ✓ Identify new developments coming out of the Commission, Council, Parliament, and other EU agencies. Detailed timelines lay out each dossier's procedure step-by-step, with an additional layer of human analysis to help you make sense of it all.
- ✓ Clear, concise updates are sent to you directly, keeping you informed on any developments you need to be made aware of — without cluttering your inbox. Any time you see an e-mail from EU Issue Tracker, you know it is important.
- ✓ Access to our policy analysts and account management team ensures you are continually supported and set up for success.

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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
Asenith Dixon Bell	CIEE
Josh Harvey	Crestview Strategy
Zafar Khan	PANALIS Solutions GmbH
Anne Birk Mortensen	Vodafone Europe
Anne-Sophie Royant	AIJN, European Fruit Juice Association
Jasper Nagtegaal	Publyon EU
Bilyana Ignatova	TOMRA
Ivet Armengol	SEC Newgate EU
Alessandro Dal Cin	VELUX A/S
Francisco Herrera	Edelman Global Advisory
Kristina Lingman Karlsson	POLITICO Europe
Jana Graso	Cefic
Francisco Bessa	FiscalNote Europe
Gianmaria Sisti	Edelman Public Relations Worldwide SA
Tereza Čejková	Edelman Global Advisory
Enrico Iacovizzi	Cosmetics Europe AISBL
Soeren Haar	European Affairs Consulting Group s.r.l.
Eduardo Lanza	Telefonica
Joanna Inglis	EuroCommerce
Heather Kiggins	Cefic
Doru Frantescu	EU matrix
Elena Maria Dinis	Toy Industries of Europe
Giacomo Robustelli	Telecom Italia
Marije Laffeber	Rud Pedersen Public Affairs

Augustin de Trogoff	APCO
Judith Lancaster	Acumen Public Affairs SRL
Ivan Mannino	Ernst & Young LLP
Alex Braley	#SustainablePublicAffairs
Rafaella Bezerra	EuroCommerce
María Sánchez	SELDIA, The European Direct Selling Association aisbl
Balazs Palyi	Mars, Incorporated
Ana Rivas	Kellen NV
Laila Pinheiro	Syngenta
Andre Paula Santos	Nuseed
Paula Garcia Almonacid Martinez	Edelman Public Relations Worldwide SA
Ivet Armengol Tapiolas	SEC Newgate EU
Claudia Ungarelli	Leidar SA
Anne-Claude Martin	SEC Newgate EU
Aleksandra Krol	Leidar SA
Lucie Denoncin	POLITICO Europe
Philipp Hansen	JTI
Emma Brown	CropLife Europe
Marcel Halma	Solvay SA
Dagmara Franczak	Trilligent
Alberto Loken Nario	DGA Group
Vlad Hosu	POLITICO Europe
Lorenzo Rindi	Lykke Advice
Marco Zecchillo	EuropeanIssuers
Martina Cilia	CropLife International A.I.S.B.L.
Daniela Brucoli	Publyon EU
Elise Demaeght	PepsiCo Europe
Johannes Herrle	JTI

Andreea Martinovici Kaye	LP Brussels SPRL
Veronika Bendere	Merck Sharp & Dohme
Desislava Ekzarova	Bayer AG, Pharmaceuticals
Jo Twigg	Coca-Cola Europacific Partners Group Services Limited
Davide Faoro	GSCC
Sophia Nee	SEC Newgate EU
Vanessa Terrier	SEC Newgate EU
Adrian Clarke	JTI
Tamara Mitchell	FiscalNote Europe
Alexander Petrosyan	FiscalNote Europe
Ilona Pricop	FiscalNote Europe
Caroline Moulins	EORTC
Adrian Giordani	Bayer
Emily Montanez	Exxon Mobil Corporation
Arnaud Sonnet	Quorum
Ronald Chan	Penta Group
Samuel Bossart	Finance Watch
Cecilia Koshiikene	PlasticsEurope

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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