European Events Calendar 2025

JANUARY

Jan. 16 EU Policy Insights – What Should Public Affairs Professionals Expect for 2025
Webinar ★

Jan. 30 Trends in European Public Affairs
Roundtable 👤 ✚

FEBRUARY

Feb. 6 EU Decision-Making Masterclass
Training seminar (hybrid)

Feb. 13 Measuring and Communicating Public Affairs Value Internally
Training seminar (hybrid)

Feb. 20 European Membership Orientation
Webinar ★

MARCH

Mar. 13 Trade, Tariffs and Public Affairs - Key Concepts, Latest Trends and How To Manage Risk
Workshop ✚

Mar. 18 Digital Campaigning in the EU - From Planning to Successful Implementation
Webinar 👤 ✚

Mar. 27 Masterclass 1: Artificial Intelligence for Public Affairs
Training seminar (hybrid)

APRIL

Apr. 2 Sustainability Trends and Best Practices for EU Public Affairs Teams
Workshop ✚

Apr. 8 Public Affairs in European Capitals - Trends and Best Practice
Webinar 👤 ✚

Apr.10 Sharing Best Practice: The Art & Science of Effective Engagement With EU Stakeholders
Roundtable 👤 ✚

MAY

May. 13 Organisational Development in Public Affairs - Taking Your European Public Affairs Function and Team to the Next Level
Workshop ✚

May. 15 EU Policy Insights – What Should PA Professionals Expect Ahead of the Summer Break
Webinar ★

May. 20 Sharing Best Practice: Mapping and Managing Policy Issues in EU Public Affairs
Roundtable 👤 ✚

JUNE

June. 5 Masterclass 2: Artificial Intelligence for Public Affairs
Training seminar (hybrid)

★ Free for all
👤 Free for Council Members
✚ Free for Members Enrolled in Membership Plus.
Attendance to webinars and roundtables is free for Council members, as is access to webinar recordings.
Event dates and topics may slightly change, for the most up to date information please visit our webpage at pac.org/europe or contact us directly.

For a full list of events organized by our US and European offices, please visit **https://pac.org/events**.
Have questions? Get in touch with us at **europe@pac.org**

PA Public Affairs Council

European Events Calendar 2025

JUNE

June 25   **Brussels Public Affairs Forum 2025**
Conference ✚

June 26-27   **Brussels Study Tour 2025**
Special event

JULY

July 9   Advanced Data Analytics for Public Affairs
Training seminar (hybrid)

SEPTEMBER

Sep. 3   EU Policy Insights – What Should PA Professionals Expect for the Remainder of 2025
Webinar ★

Sep. 11   Policy Communication for Public Affairs – From Strategy to Implementation
Workshop ✚

Sep. 16   European Membership Orientation
Webinar ★

Sep. 18   Public Affairs Planning – Strategy, Priorities & Objectives
Training seminar (hybrid)

OCTOBER

Oct. 7   Understanding the Essentials of EU Decision-Making
Workshop ✚

Oct. 9   Sharing Best Practice: Communicating Internally the Value of Your Function and Team
Roundtable 👤 ✚

Oct. 16   Masterclass 3: Artificial Intelligence for Public Affairs
Training seminar (hybrid)

NOVEMBER

Nov. 6   Transparency in European Public Affairs - Regulations and Best Practices
Webinar 👤 ✚

Nov. 20   Mapping and Engaging With Your EU Stakeholders
Training seminar (hybrid)

Nov. 26   Public Affairs in European Capitals - Trends and Best Practice
Webinar 👤 ✚

DECEMBER

Dec. 2   Masterclass: EU Decision-Making
Training seminar (hybrid)

Dec. 3-4   **European Digital Advocacy Summit 2025 EUDAS25**
Conference ✚

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