

# 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. 20 European Membership Orientation  
Webinar ★

## MARCH

- Mar. 13 Trade, Tariffs and Public Affairs – Concepts, Trends and How To Manage Risk  
Workshop +
- Mar. 18 Digital Campaigning in the EU - From Planning to Successful Implementation  
Webinar 📺 +
- Mar. 27 Artificial Intelligence for Public Affairs  
Workshop +

## APRIL

- Apr. 1 Sustainability Trends and Best Practices for EU Public Affairs Teams  
Workshop +

## APRIL

- Apr. 8 Public Affairs in European Capitals - Trends and Best Practice  
Webinar 📺 +
- Apr. 15 Measuring and Communicating Public Affairs Value Internally  
Training seminar (hybrid)

## MAY

- 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  
Webinar ★

## JUNE

- June. 5 Masterclass 2: Artificial Intelligence for Public Affairs  
Workshop +
- June. 25 Brussels Public Affairs Forum 2025  
Conference +
- June. 26-27 Brussels Study Tour 2025  
Special event

★ 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](https://pac.org/europe) or contact us directly.

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Have questions? Get in touch with us at [europe@pac.org](mailto:europe@pac.org)

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## JULY

- July 8 Sharing Best Practice: The Art & Science of Effective Engagement With EU Stakeholders  
Roundtable  +
- July 9 **Advanced Data Analytics for Public Affairs**  
Training seminar (Virtual)


## 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 +

## OCTOBER

- Oct. 9 **Sharing Best Practice: Communicating Internally the Value of Your Function and Team**  
Roundtable  +
- Oct. 16 **Masterclass 3: Artificial Intelligence for Public Affairs**  
Workshop +

## 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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