

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 ★

JUNE

- June. 5 Artificial Intelligence for Public Affairs
Workshop +
- 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 (Virtual)

★ 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

European Events Calendar 2025

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 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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