

JULY 10, 2025



Public Affairs
Council

Artificial Intelligence for Global Public Affairs

PUBLIC AFFAIRS COUNCIL PROFILE



EUROPEAN MEMBERSHIP ORIENTATION

1954
founded

14 000
individuals

750+
total members

≈ 130
events/year

WASHINGTON
BRUSSELS

office locations

NONPARTISAN
NONPOLITICAL

politics

23

total
staff



Your speakers



JOAO SOUSA
MANAGING DIRECTOR EUROPE
& GLOBAL PRACTICE
PUBLIC AFFAIRS COUNCIL



MIKE PANETTA
PARTNER
BEEKEEPER

Workshop Agenda

SESSION 1: The Fundamentals

- Principles of using of Artificial Intelligence for Public Affairs
- Benchmarking your efforts
- The structure of a good prompt
- Use cases – International examples
- Ideas for an AI adoption roadmap within your team

SESSION 2: Case Studies

- How AI is reshaping public affairs practice
- Tools and tactics you can use to improve efficiency, performance and impact
- Internal policies and responsible use
- Case studies of AI for public affairs in action



Public Affairs
Council

Session 1: AI for Global Public Affairs

Mastering the Fundamentals

Session takeaways

By the end of this session, you'll be better equipped to:

- *Follow the principles of AI for public affairs and good prompting*
- *Benchmark your team's AI use and readiness against peers*
- *Through AI use cases, get inspiration on tools, prompts and uses*
- *Gain insights into how other teams are developing their internal AI adoption roadmaps*

Key Principles for Using AI Effectively

- *Principle 1 – Always invite AI to the table*
- *Principle 2 – Be the human in the loop*
- *Principle 3 – Treat AI like a person*
- *Principle 4 – It's an iterative process*
- *Principle 5 – Assume AI will only get better*

Source: Adapted from Ethan Mollick: "Co-Intelligence"

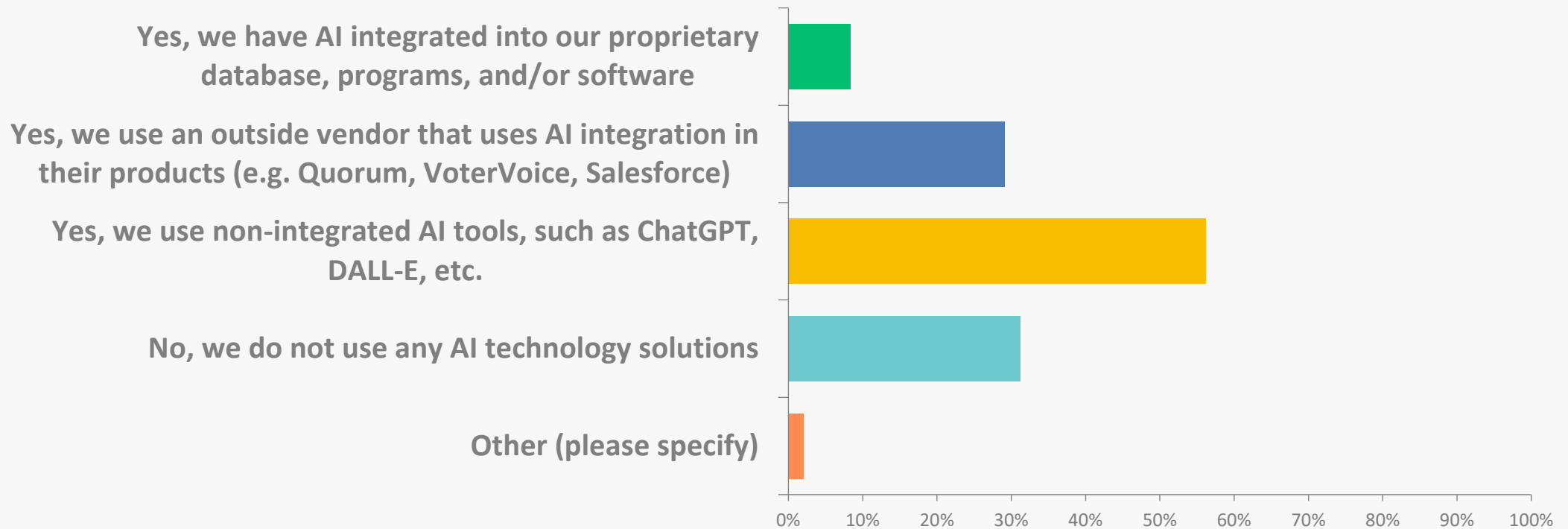


1. Benchmarking your efforts

How are your peers using AI?

How your peers are using AI (United States)

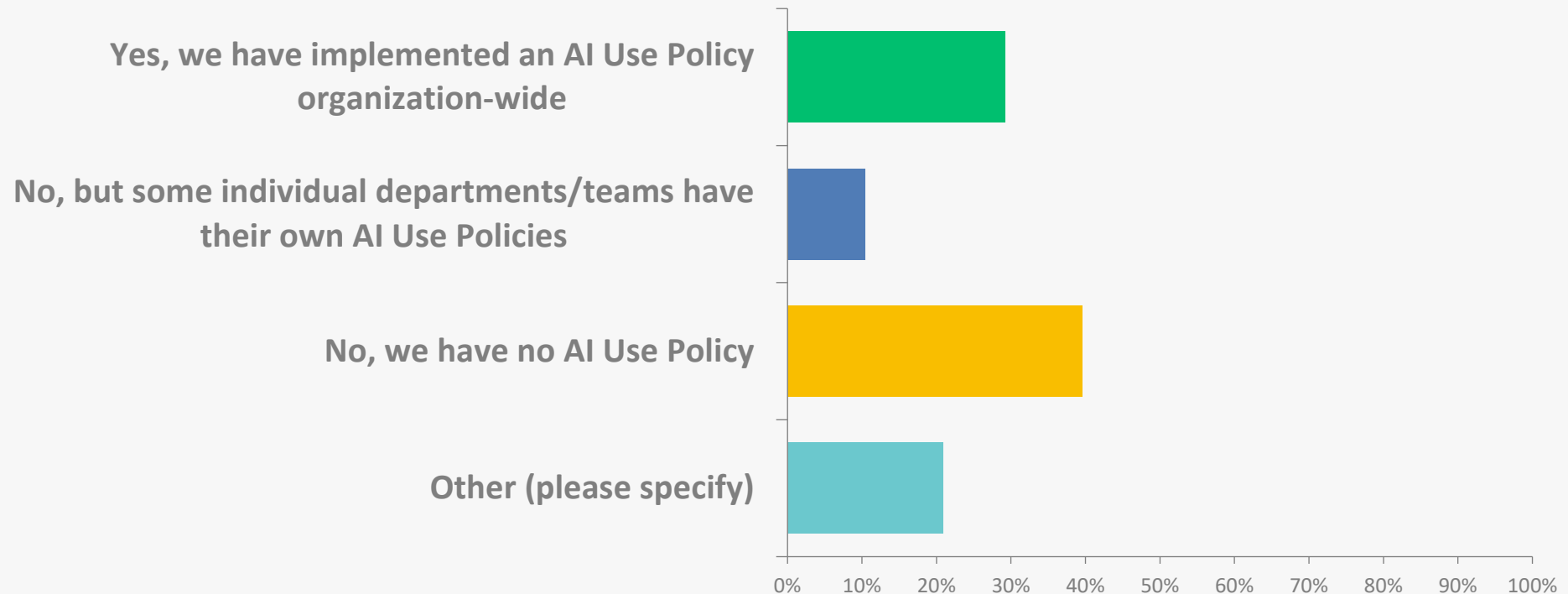
Q: Is your organization using AI solutions for its public affairs work?



Source: Public Affairs Council, members' survey, July/August 2024

How your peers are using AI (United States)

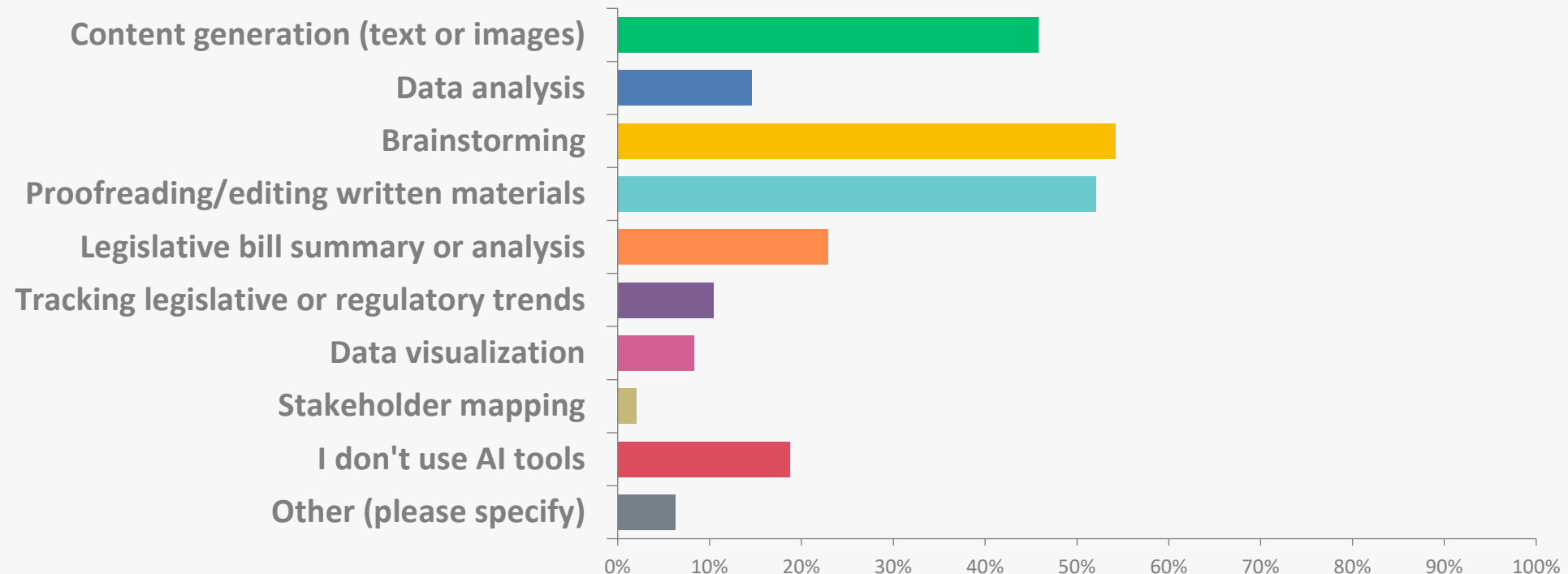
Q: Does your organization have an AI Use Policy?



Source: Public Affairs Council, members' survey, July/August 2024

How your peers are using AI (United States)

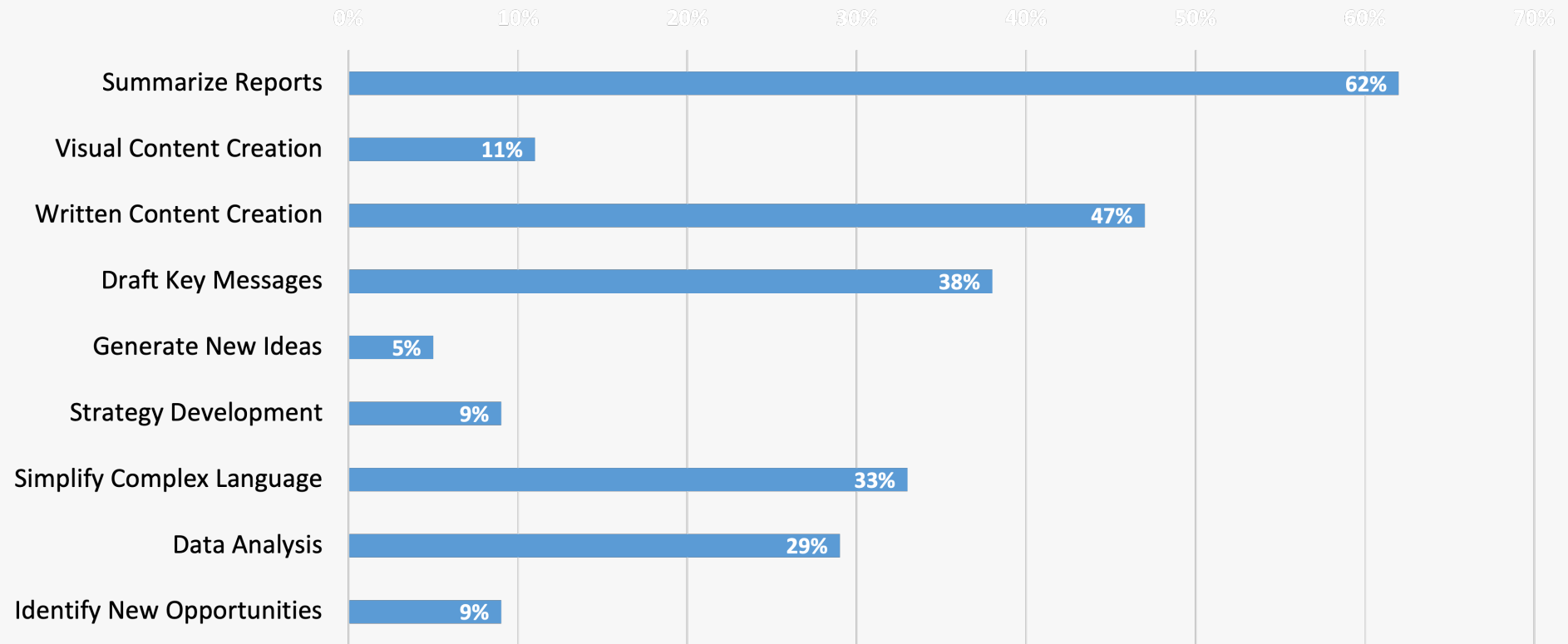
Q: In what ways are you personally using AI tools to do your job?



Source: Public Affairs Council, members' survey, July/August 2024

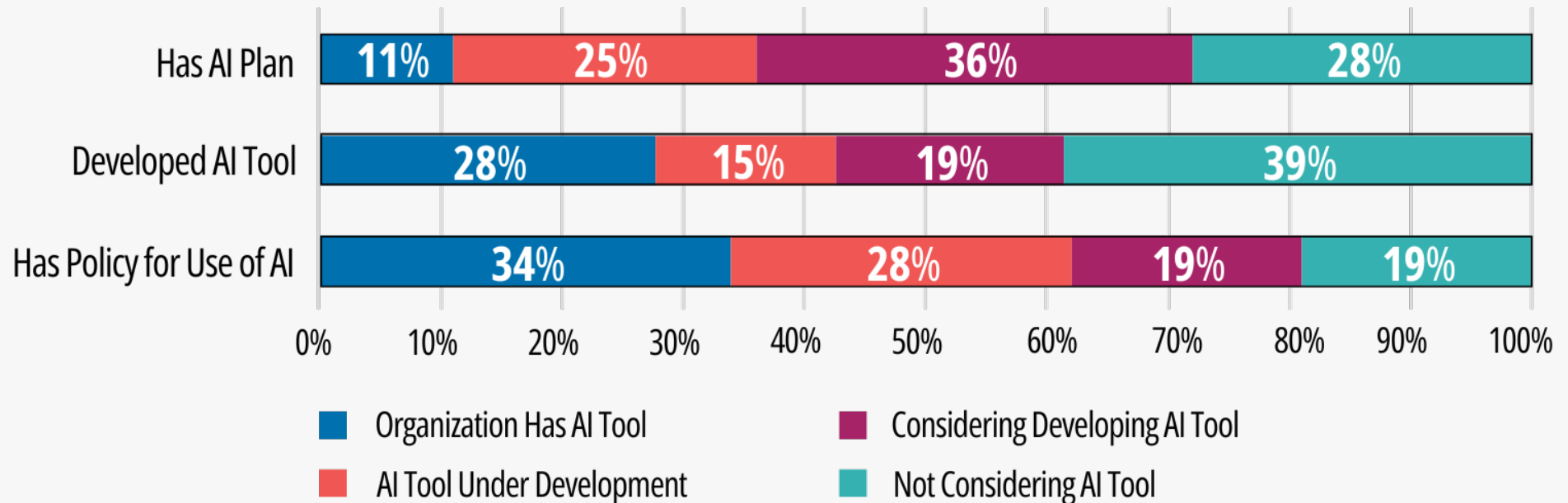
How your peers are using AI (Europe)

Q: What are the top tasks for AI use in your public affairs dept?



Source: Public Affairs Council, "State of European Public Affairs benchmarking survey", 2025

How your peers are using AI (Europe)



Source: Public Affairs Council, "State of European Public Affairs benchmarking survey", 2025

2. The structure of a good prompt

How to get the most of your AI?

The Structure of a Good Prompt

1. Persona
2. Context
3. Task
4. Audience
5. Format & style

Prompting – Drafting, Brainstorming & Generating Ideas

Example 1

1. You are the Director for Public Affairs in an association representing the auto industry 2. and you have drafted the organization's manifesto for years ahead (see attached). 3. Your current task is to provide an executive summary of this document 5. of around 300 words in paragraph format 3. highlighting key priorities. 4. The document will be distributed among government officials and international media. 5. The language should be concise and jargon-free.

Prompting – Drafting, Brainstorming & Generating Ideas

Example 2

1. You are the speechwriter for the President of a company in the energy sector 2. and you are responsible for drafting the President's annual speech. 3. Suggest 10 ideas for highlighting the impact of the EU Green Agenda in your sector 4. to an audience of Board members, corporate CEOs and other senior business leaders attending this conference 5. in the format of bullet points, followed by a one paragraph explanation for each.

Prompting – Anticipate & Scenario Planning

Example 3

1. You are the President of an association representing the tech sector 2. and you are meeting with Members of the European Parliament (MEPs). 3. Provide a list of 20 questions 5. in bullet points 4. that you might receive from sceptical MEPs 5. focusing primarily on the European Union AI Act, GDPR and Digital Services Act. 3. Suggest answers for each question 5. also in bullet point format.

Prompting – Anticipate & Scenario Planning

Example 4

1. You are the Vice-President of public affairs at a large pharmaceutical company 2. and you are preparing for increased scrutiny ahead of drug pricing reforms in the European Union, particularly in the context of the EU pharma package (documents attached). 3. Outline three scenarios for how reimbursement policies could change as a result of current legislative proposals, as well as an action plan for each. 5. Present your findings in a three-column dashboard.

Prompting – Creating Supporting Materials

Example 5

1. You are the head of communications for a global health coalition 2. which has been advocating for increasing vaccination of children in Sub-Saharan Africa. 3. Suggest 3 alternative LinkedIn posts highlighting the key points of the position paper attached, focusing on the proposed solutions. 4. Your audience is made up of government decision-makers in the African continent. 5. Your suggested posts should be jargon-free, no longer than 150 words and optimized for LinkedIn.

Prompting – Creating Supporting Materials

Example 6

1. You are the head of advocacy for a global mining consortium, 2. and you are preparing for meetings with stakeholders in South American countries to discuss the impact of your project. 3. Create a two-page factsheet featuring project overview, compliance with artisanal-mining standards and community impact. Add a Q&A sidebar addressing top five community concerns. 5. Create two documents: 4. one tailored for civil society representatives in [names of countries] and the other for government representatives in [names of countries]. 5. Your tone and language should be professional yet simple, credible and jargon-free.

3. Sample use cases of AI

Anticipating, drafting and messaging

Use case 1 – Stakeholder mapping & message testing

Organization: A multinational company

The problem/challenge: Company wants to create a focus group to simulate the reactions of a group of EU legislators from the environment committee to one of its policy proposals.

How AI helped:

- Step 1) Prompt the AI to **conduct a deep search to list these profiles**, using as sources EU institution websites, EU reports and websites, media and news reports, (asking new items to receive higher weight). Format as table grouping MEPs by stance, influence and policy focus
- Step 2) Prompt AI to **act as a focus group analyst and summarize the views of MEPs** on that piece of legislation. Based on their policy positions, legislative influence and openness to collaborate, create a visual comparison table identifying the likelihood of support and possible conditions for it.
- Step 3) **Zoom in on one specific MEP** and prompt AI to ask specific questions he/she might ask, test responses and suggest meeting talking points.

Use case 2 – Writing position papers

Organization: EU-based association in the consumer space

The problem/challenge: Association needs to draft a position paper on the EU Customs Reform proposal

How AI helped:

- Step 1) Prompt the AI to **draft a position paper on proposal**, in line with the association's work program and strategic guidelines (provide the supporting documents attached).
- Step 2) Fine tune the proposal through **prompt iteration and discussion** within your team.
- Step 3) Prompt the AI to **identify 10 key weaknesses in the position paper**, eg. how a sceptical member/policy-maker could construe it as counter to past EU legislation, to EU political guidelines and to the interest of EU consumers and **propose edits to the draft**.

Use case 3 – Drafting & messaging

Organization: EU-based association in the manufacturing sector

The problem/challenge: Head of PA needs to deliver a speech in a technical forum, wants to focus on three key ideas, and wants to build a narrative/argument around those ideas.

How AI helped:

- Step 1) Upload the key documents you want to use as a reference onto the tool you're using. Prompt the AI to **create a 5-7-minutes intervention around your 3 key ideas**, using the supporting documents attached for technical details. Provide one example for each main idea. Format the speech with headers and sub-headers for easier visualization.
- Step 2) After perfecting the speech, prompt AI to **act as devil's advocate** (or NGO/journalist), identify the weaker arguments and suggest counter-arguments.

4. Integrating AI into your workflows

Roadmap ideas for team adoption

1. Start with “Why”?

- **WHY** does your public affairs team need AI?
 - Identify frequently **repeated tasks**
 - Where do you see potential for **time gains**?
 - Where do you see potential for **impact**?
 - What could be **AI/automated**?



2. Set up an internal AI Task Force

- Set up a **task force** of internal champions who spend X% time leading efforts and helping
- Create a **roadmap** for adoption highly relevant to your organization (linked to the “Why”?)
- Use it as a **forum for testing** new tools/uses and gathering feedback



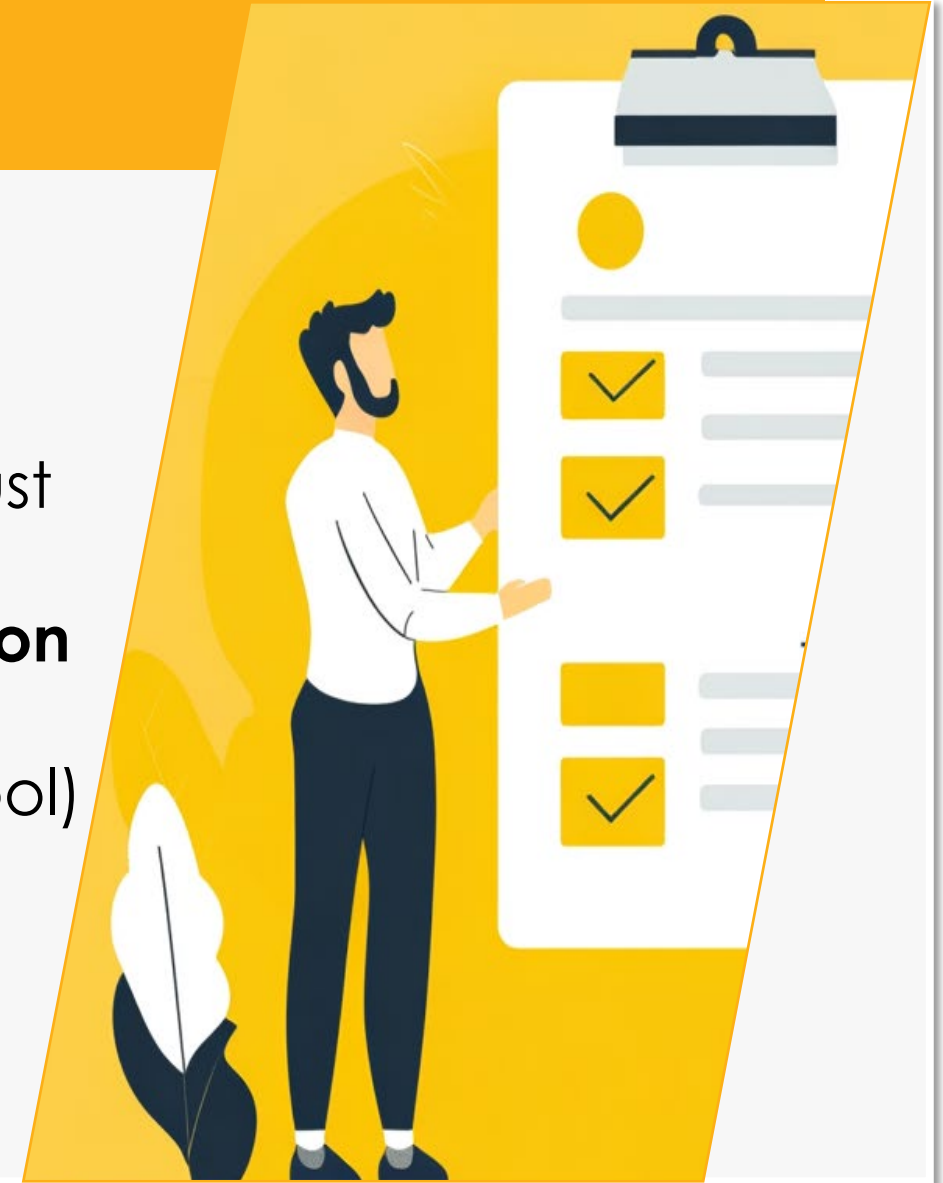
3. Knowledge management & training

- **Experimentation is key.** Change mindset to promote daily AI learning.
- Make **internal sharing** (useful prompts & uses) part of your team meetings (5/10 minutes)
- Regular internal trainings and roundtables to **share case studies**



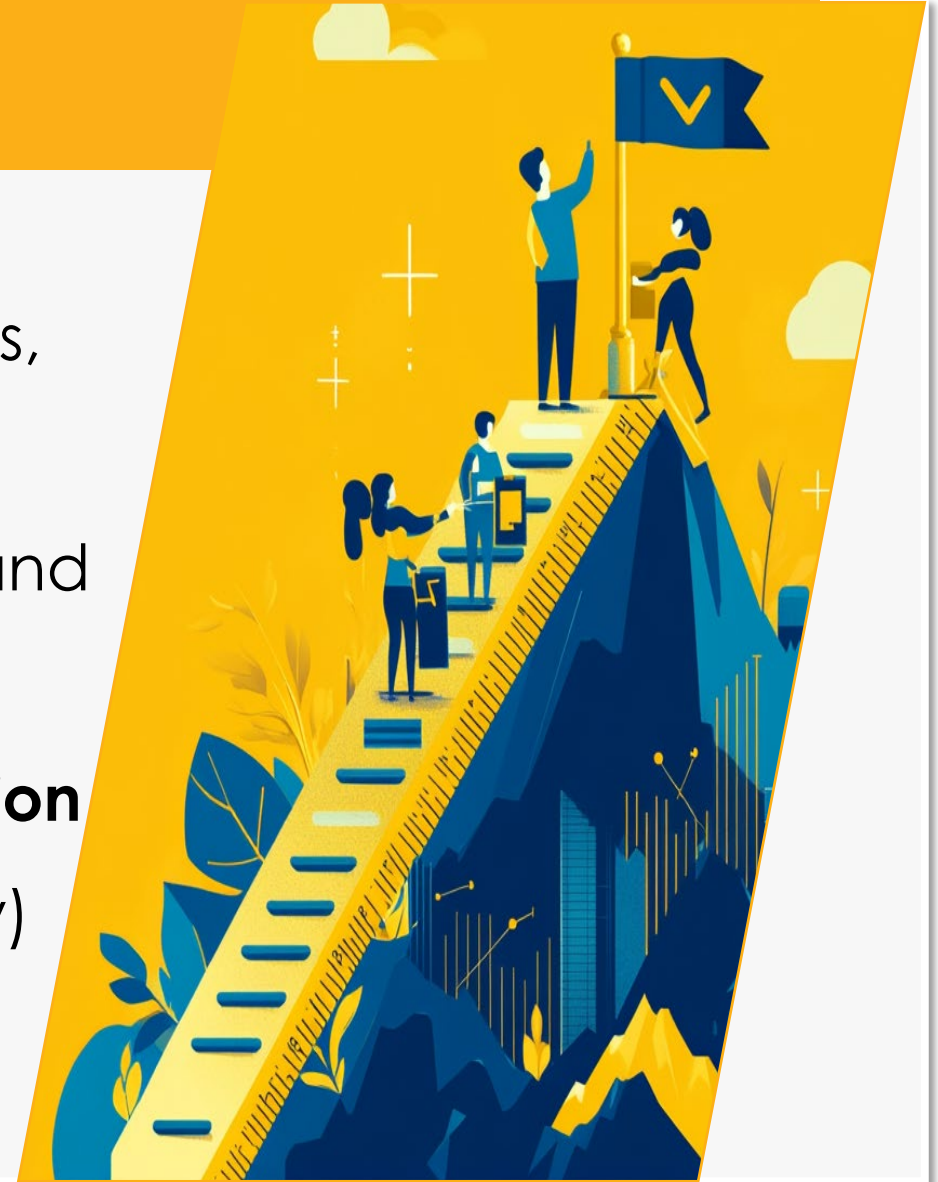
4. Establishing clear guidelines

- Emphasize **human oversight** and expertise
- Be **transparent about AI use** to maintain trust
- **Protect sensitive and confidential information**
(especially if you're not using an internal tool)
- Ensure **high quality input for high quality output** (“garbage in, garbage out”)



5. Measuring success

- **Evaluate adoption and impact** (usage rates, time saved, user satisfaction)
- **Consultation with team** through meetings and internal surveys
- Integrate **AI metrics in your broader definition of success** (as identified in your PA strategy)
- Team **feedback + adaptability** are key



4. To conclude

AI for Public Affairs – Do's and Don'ts

✓ Do's	✗ Don'ts
Apply the anatomy of a good prompt : be specific about persona, audience, purpose, and format.	Don't expect perfect answers from AI on the first try; iterate and engage with the tool.
Combine AI output with human insight and expertise for alignment and validation. Human-AI collaboration and alternation yield best results.	Don't rely on AI for strategic judgment or final decision-making without human review.
Use AI to speed up early drafts, overcome “blank-page” syndrome, do edits, and create summaries to save time.	Don't share confidential or sensitive information with AI tools (except your own).
Split complex projects into concrete smaller tasks before delegating to AI.	Don't delegate complex assignments to AI without breaking them down first .
Experiment with prompts and use multiple AI tools to get diverse outputs.	Don't assume AI has up-to-date knowledge of the latest policy developments.
Always review, fact-check, and ask for sources to ensure traceability and trustworthiness. Trust in PA is everything.	Don't fully rely on AI outputs without verification due to risks of hallucinations. YOU are the expert.
Invest time daily to learn, experiment , and perfect the art of prompting (“garbage in, garbage out”). Experimentation and daily learning is the new mindset.	Don't expect AI use to be straightforward; it requires continuous learning and mindset shift .
Use AI as a support tool , not a shortcut for organizational consensus or decision-making.	Don't assume all team members are equally comfortable or optimistic about AI adoption.

QUESTIONS?



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