



Public Affairs  
Council

# EUDAS

European Digital Advocacy Summit

2025

#EUDAS25

# Conference Agenda

## DAY 1: Wednesday, December 3, 2025

Renaissance Brussels Hotel

08:30 – 09:00

### Registration, welcome and network coffee

09:00 – 9:30

### Keynote: The Future of Public Affairs in the Age of AI

We will hear a global public affairs leader's perspective on how AI and tech acceleration are reshaping the public affairs landscape today, what that means for businesses, and key takeaways for the present and future of our profession.

#### Speakers:

- Marcel Halma: SVP, SVP & Chief Public Affairs Officer at Solvay

#### Moderator:

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

9:30 – 9:45

### Networking break

9:45 – 10:30

### Panel 1: Turning AI into Public Affairs Advantage

This strategic panel discussion will explore how public affairs teams are adopting AI, how they're leveraging technology as a competitive advantage, and how they can navigate challenges and seize opportunities looking ahead.

#### Speakers:

- Andrei Goldis: EU Policy Lead - Transatlantic Relations, Trade and Defense at Boeing
- Patrick D`Haese: Corporate Director of Awareness and Public Affairs at MED-EL Medical Electronics
- Zuzana Púčiková: Strategy Director, Head of Tech at Acumen Public Affairs

#### Moderator:

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

10:30 – 10:45

### Networking break

10:45– 11:30

## Panel 2: Managing Complexity in a New Digital Era

This session will discuss how teams can prepare for and manage new types of challenges triggered by, among others, misinformation, AI-generated deepfakes, and real-time media and social media cycles, in an increasingly digital and complex public affairs environment.

### Speakers:

- Erik Lenaers: Svp Integrated Media Strategy, Belgian Market Lead at Weber Shandwick
- Niklas Rakowski: Legal and Policy officer, AI Office at European Commission
- Sabina Ciofu: International Policy and Strategy Lead at techUK

### Moderator:

- Inês Reis: Public Affairs Manager, European Office at Public Affairs Council

11:30 - 11:45

## Networking break

11:45– 12:30

## Panel 3: Emerging Campaign Trends – Sharing Ideas, Tools and Platforms for Impact

Panelists will share insights on innovative advocacy campaigns, approaches to measuring value and impact, the evolving landscape of political communication in a world of expanding AI capabilities, and how teams of all sizes are using new tools and platforms to engage effectively.

### Speakers:

- Lawrence Muskitta: Co-Founder at PoliVue
- Mira Kaloshi: Campaign Manager at ChargeUp Europe
- Marco Ricorda: Communication Officer at Joint Research Centre

### Moderator:

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

12:30 - 13:30

## Lunch & Adjourn

# Conference Agenda

DAY 2: Thursday, December 4, 2025

Ambiorix Center

08:30 – 09:00

**Registration, welcome and network coffee**

09:00 – 10:00

## **Workshop session: AI Tools in Practice for Public Affairs**

This workshop session will focus on exploring use cases for addressing a variety of everyday challenges, from stakeholder mapping and scenario simulation to strategic planning and content creation. Speakers will also benchmark the use of AI among European public affairs professionals and discuss ways to integrate these tools ethically and effectively into real-world public affairs workflows.

### **Speaker:**

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

10:00 – 10:15

**Networking break**

10:15 – 11:15

## **Use Case Snapshots: Roundtable “AI for Public Affairs in Practice”**

In this interactive roundtable, participants will share short, real-world examples of how their teams are using AI in public affairs. The session will encourage open discussion, peer feedback, and the exchange of lessons learned on scaling and improving AI use.

11:15 – 11:30

**Networking break**

11:30 – 12:30

## **Bringing It All Together: Strategy, Story & Metrics in a Tech-Infused World**

This final session will connect strategy, storytelling, and metrics to help public affairs and communication executives understand how they can integrate their digital toolkit to develop integrated advocacy campaigns that deliver measurable results.

### **Speaker:**

- **Gianmaria Sisti:** Head of Digital (VP) at Edelman Brussels
- **Amber Bechrouri:** EU Consumer and Sustainability Policy Director at Amazon Europe

12:30 -13:30

**Lunch & Adjourn**

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## 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.

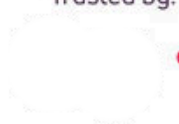
### Expert Analysis:

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.

Trusted by:





## Our Speakers



**AMBER  
BECHROURI**

DIRECTOR, EU PUBLIC  
POLICY AT  
**AMAZON**

Amber Bechrouri is Director of EU Public Policy at Amazon, where she is responsible for the company's interactions with the European Union institutions across a wide range of issues, including on consumer and sustainability policy.

Amber has been in Brussels and active in policy and government affairs since 2001, initially in the paper industry, then at Nike. She was Head of EU and International Policy at UK consumer group Which?, before joining Amazon in 2017.

In addition, Amber is the sponsor of Women@AmazonBE. She is an advocate for inclusiveness and making time for personal development.

Amber lives with her husband and three children in Auderghem (Brussels) and enjoys swimming, walks in the forest and coffees with friends. She speaks English and French.



**ANDREI  
GOLDIS**

EU POLICY LEAD -  
TRANSATLANTIC  
RELATIONS, TRADE  
AND DEFENSE AT  
**BOEING**

Andrei Goldis is the recently appointed EU Policy Lead, Transatlantic Relations, Trade and Defense at Boeing (since September 2025). Prior to joining Boeing, he spent over a decade at global communications consultancy APCO Worldwide, where he served as Senior Associate Director (2021–2025) and earlier held roles in London, Tokyo and Singapore. With a robust educational background and extensive practical experience, Andrei has made significant contributions to the field of public affairs and crisis management. His role at APCO Worldwide placed him at the forefront of some of the most pressing challenges facing leaders today, from crises management to strategic communication.

Andrei holds a Master of Science in Politics and Government in the European Union from The London School of Economics and Political Science (LSE), graduating with Distinction and earning the Paul Taylor Prize, and a BA in International Relations from Queen Mary University of London, where he graduated first-class with the Principal's Prize.

In his new role, Andrei leverages his deep understanding of EU-US trade, defense, and regulatory landscapes to help Boeing navigate evolving transatlantic policies and strengthen engagement with European institutions.



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## **ERIK LENAERS**

SVP INTEGRATED  
MEDIA STRATEGY,  
BELGIAN MARKET LEAD  
AT  
**WEBER SHANDWICK**

Erik has over 20 years agency experience supporting companies on corporate reputation, category profiling, leadership equity, and issues & crisis management in Belgium and across EMEA.

His industry expertise is spread across the food, drink & agriculture, healthcare, and technology categories.

As a seasoned issues and crisis expert, Erik has extensive experience training spokespeople as part of issues or crisis related programmes.

Before joining Weber Shandwick in 2014, Erik worked with independent PR & comms agencies in Brussels.

He holds a degree in communications and public relations from Artevelde College in Ghent (Belgium). Erik is a native Dutch (Flemish) speaker and is fluent in English, French and German.



## **GIANMARIA SISTI**

HEAD OF DIGITAL  
PUBLIC AFFAIRS  
**EDELMAN GLOBAL  
ADVISORY (EGA)**

Gianmaria leads the Digital Public Affairs team at Edelman Global Advisory in Brussels.

With over 10 years of experience as a senior policy communicator, he provides strategic guidance to a diverse range of clients, including corporations, trade associations, and governments.

His expertise focuses on enhancing online presence and achieving advocacy objectives in the complex landscape of EU policy and beyond. Collaborating with a specialized team of policy experts and digital content creators, he develops and implements comprehensive online communication strategies.

These efforts are aimed at optimizing clients' digital footprint and advancing their advocacy goals, both within the EU and on a global stage.



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## INÊS REIS

PUBLIC AFFAIRS  
MANAGER AT  
**PUBLIC AFFAIRS  
COUNCIL**

Inês Reis joined the Public Affairs Council in March 2024, bringing over a decade of experience from the European Commission and national governmental offices.

She holds a Master's Degree in International Law, specializing in governmental and regulatory affairs. Inês has a distinguished career in policy development, international relations, and regulatory compliance.

Her roles include Advisor for European Affairs to the Portuguese Minister of Science, Technology, and Higher Education, and Legal Officer at the European Commission's DG Research & Innovation.

Inês has coordinated major initiatives such as the Horizon Europe regulatory negotiations and the ECSEL Joint Undertaking for digital innovation.



## JOÃO SOUSA

MANAGING DIRECTOR,  
EUROPEAN OFFICE AT  
**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.



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## **LAWRENCE MUSKITTA**

CO-FOUNDER AT  
**POLIVUE**

Lawrence is the co-founder of PoliVue, an AI-powered European public affairs platform.

He has more than 12 years experience leading policy communications and advocacy campaigns for Burson, Meta and Havas.

Originally from Sydney, Lawrence started his career in Australian politics but has been working in the EU for the past 8 years.

He specialises in combining digital tools and human insights to create campaigns that change hearts, minds and actions, at scale.

Lawrence has a bachelor in psychology and a masters in health communication.



## **MARCEL HALMA**

SVP & CHIEF PUBLIC  
AFFAIRS OFFICER AT  
**SOLVAY**

With over 25 years of experience in corporate affairs, Marcel Halma is currently Chief Public Affairs Officer at Solvay, a global leader in the chemical industry headquartered in Brussels, Belgium. In this role, he defines and drives the company's strategic public and government affairs agenda, as well as leading country management for the group. Before joining Solvay, he held similar roles in the Dutch multinational companies AkzoNobel and Nouryon. Marcel started his career as a diplomat for the Netherlands, having worked in Brussels, Geneva and New York on EU and UN affairs.

Marcel is Member of the Board of the Fonds Ernest Solvay, a global philanthropy fund in support of STEM education. He is also a Member of the Executive Committee of the Public Affairs Council, the prime global association for public affairs professionals, based in Washington DC, and a Member of the Board of Advisors of FiscalNote - a U.S. based AI-driven enterprise SaaS technology company in GovTech that provides innovative solutions for managing public policy and corporate issues, where he advises the company's leadership on how to leverage technology and digital tools to meet the needs of clients and stakeholders.

He is a regular speaker and lecturer on public affairs, lobbying, communications, EU-affairs and association management. Marcel graduated in Political Science and in American Studies at the University of Amsterdam. Marcel is passionate about creating positive impact through effective and integrated communications, stakeholder engagement, and corporate citizenship.



## **MARCO RICORDA**

COMMUNICATION  
OFFICER AT  
**JOINT RESEARCH  
CENTRE**

Marco Ricorda is a seasoned communication analyst, manager and strategic advisor. Plurinominated EU Influencer by ZN Consulting, over the past 15 years,

Marco has deeply analysed digital and innovation trends applied to communication for key EU institutions, including Former EP President Antonio Tajani, Guy Verhofstadt and the European Commission, and has overseen high-profile campaigns that bridge institutional and political narratives.



## **MIRA KALOSHI**

CAMPAIGN MANAGER  
AT  
**CHARGEUP EUROPE**

Born in Albania and raised in Belgium, Mira studied in Brussels at EHB/VUB and CIFE, where she combined communication studies with political science and is currently specializing in EU law.

She began her career as a strategic communications consultant, moving from creative to advocacy roles before joining Brussels' local institutions as Chief of Cabinet to a city alderman.

In 2024, she also ran as a local candidate in the Brussels regional elections.

Drawing on her combined experience in politics and EU advocacy, Mira now leads a campaign promoting the benefits of the EU's energy transition, with a particular focus on encouraging electric vehicle adoption and advancing CO<sub>2</sub> standards for cars and vans.



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**NIKLAS  
RAKOWSKI**

LEGAL AND POLICY  
OFFICER, AI OFFICE AT  
**EUROPEAN  
COMMISSION**

Niklas Rakowski is a Legal and Policy Officer in Unit A.4 of the European Commission's AI Office, where he focuses on innovation and policy coordination.

Before joining the Commission, he worked in the private sector in roles centred on AI governance, compliance, and the practical implementation of emerging digital regulations.

He previously conducted research at the Weizenbaum Institute, where he completed his PhD in constitutional law.



**PATRICK  
D`HAESE**

CORPORATE DIRECTOR  
OF AWARENESS AND  
PUBLIC AFFAIRS AT  
**MED-EL MEDICAL  
ELECTRONICS**

Patrick D'Haese is a results-driven senior executive with over 30 years of international experience in the healthcare industry. His expertise spans P&L management, operations, sales, marketing, public and governmental affairs, corporate communications, ESG initiatives, and clinical research (ORCID-iD).

Throughout his career, Patrick has led pan-European and global teams, combining deep clinical insight with strategic leadership to navigate complex industry challenges. His cross-sector experience and ability to adapt to evolving market dynamics have consistently contributed to organizational growth and innovation.

Guided by a leadership philosophy rooted in dedication and a personalized approach, Patrick is committed to building passionate, high-performing teams.

By fostering collaboration and purpose-driven innovation, he empowers organizations to achieve sustainable success in a rapidly changing healthcare landscape.



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## **SABINA CIOFU**

INTERNATIONAL  
POLICY AND STRATEGY  
LEAD AT  
**TECHUK**

Sabina Ciofu is International Policy and Strategy Lead at techUK, where she heads the International Policy and Trade Programme. Based in Brussels, she shapes global tech policy, digital trade, and regulatory cooperation across the EU, US, Canada, Asia-Pacific, and the Gulf region. She drives strategy, advocacy, and market opportunities for UK tech companies worldwide, ensuring their voice is heard in international policy debates.

With nearly a decade of previous experience as a Policy Advisor in the European Parliament, Sabina brings deep expertise in tech regulation, trade policy, and EU-US relations. Her work focuses on navigating and influencing the global digital economy to deliver real impact for members. A passionate community-builder, Sabina co-founded Young Professionals in Digital Policy (800+ members) and now runs Old Professionals in Digital Policy (more experience, better wine, earlier nights). She is also the founder of the Gentlewomen's Club, a network of 500+ women supporting each other with kindness. She holds advisory roles with the UCL European Institute, Café Transatlantique (a network of women in transatlantic tech policy), and The Nine, Brussels' first members-only club for women. Recognised by ComputerWeekly as one of the most influential women in UK tech, Sabina is also a sought-after public speaker on tech, trade and diversity. Sabina holds an MA in War Studies from King's College London and a BA in Classics from the University of Cambridge.



## **ZUZANA PÚČIKOVÁ**

STRATEGY DIRECTOR,  
HEAD OF TECH  
**ACUMEN PUBLIC  
AFFAIRS**

Zuzana is Strategy Director and heads the Tech team at Acumen. A well-rounded public affairs professional, Zuzana brings two decades of experience in digital and consumer topics, from within and around EU and local institutions, media and disruptive tech companies.

She headed Uber's EU office at a time of a major company backlash due to its past behavior, directed Amazon's EU and local policy work on digital, and advocated for a Single Market approach at EVBox and bwin. Prior to that, she was part of the Digital Commissioner Reding's Taskforce on the EU Roaming Regulation, had a stint in Slovakia's Permanent Representation to the EU, and advised multiple innovative companies in various association and consultancy roles. Zuzana has a proven track record in advancing the integrity and protecting the brand of organizations she represents. For example, she spearheaded Uber's commitments on sustainability and women drivers, and Politico described her handling of the "Uber Files" in the European Parliament as "an object lesson in reputation management".

In addition to tech, Zuzana is a recognized thought leader on diversity and sustainability topics, acting as a Special Advisor on Digital & Climate Transition at the European Parliament's network SME Connect. She's also the EU's Climate and Diversity Ambassador, and has co-founded the Brussels chapter of Women in Public Affairs.



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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

Ainhoa Gonzalez  
Lee Burke  
Andor Deli  
Tom Antonissen  
Simona Varrella  
Elizabeth Krahulecz  
Ajda Mihelcic  
Loukas Kroeker  
Joseph Meaden  
Rasmus Anker-Møller  
Martina Cilia  
Diana Angelova  
Ioanna Poulou  
Basak Babaoglu  
Stefano Spinaci  
Xabier Pinilla  
Laura Vingan  
Tamara Mitchell  
Magdalena Pisko  
Laura McKenzie Dawson  
Heather Kiggins  
Mark Dober  
Natalia Kurop  
Beatrice Gori  
Katrijn Otten  
Anna Koj  
Daniela Brucoli  
Levente Kocsis  
Attila Kovacs  
Katarina Erdelyiova  
Christiana Udoh  
Jason Descamps  
Hyeonji Hwang

## Company Name

The Boeing Company  
Moylan Communications  
Ministry of European Union Affairs Hungary  
EUreSupport SPRL  
OBELIS, S.A.  
Vulcan Consulting Ltd.  
COCIR  
Solvay SA  
FEFANA Asbl  
South Denmark European Office  
CropLife International A.I.S.B.L.  
Edelman Global Advisory  
The Walt Disney Company Europe, Middle East & Africa  
Metro AG  
European Parliament  
Vulcan Consulting Ltd.  
The Software Alliance  
FiscalNote Europe  
American Chamber of Commerce to the European Union  
Philip Morris International  
Cefic AISBL - European Chemical Industry Council  
Dober Partners  
Dober Partners  
Weber Shandwick  
Cargill NV  
Mavence Belgium  
Publyon EU  
Eulytix Ltd.  
Eulytix Ltd.  
PHOENIX Pharmahandel GmbH & Co KG  
PlasticsEurope  
Mavence Belgium  
T&D Europe



**Registration Name**

Reimund Simon  
Tereza Čejková  
Anaël Labigne  
Maxine Lim  
Nicolas Gardner  
Mariano José Guillén Paredes  
Anna Dovha  
Arianna Sgammotta  
Nicole Wadley  
Tommaso Anselmi  
Athira Suresh  
Andrea-Eleonora Masotto  
Anne Croxon  
Carolina Klotz  
Maria Vittoria Prisco  
Pablo Canillas  
Hugo Novarino  
Vlad Hosu  
Anne-Sophie Royant  
Pepijn Mores  
Aarnout Ecker  
Lutz Meyer  
Julie Kjestrup  
Sahra Lissek  
Loïk Lütkehus  
Natalia Forstmeyer  
Julia Wodzinska  
Dionisia Rico  
Lukasz Bochenek  
Adrian Giordani  
Aleksandra Krol  
Samuel Bossart  
Ali El Majjaoui  
Desislava Ekzarova  
Thomas Richter  
Taimi Itembu  
Siegfried Anton Schmuck

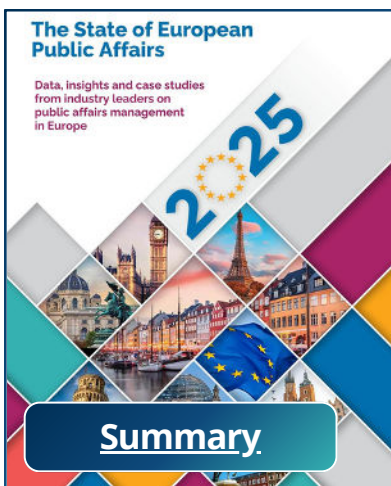
**Company Name**

365 Sherpas GmbH  
Edelman Global Advisory  
Boehringer Ingelheim Corporate Center GmbH  
Nestle Inc.  
Cargill NV  
Leidar SA  
Toy Industries of Europe  
Philip Morris International  
Toy Industries of Europe  
POLITICO Europe  
PlasticsEurope  
Toy Industries of Europe  
Nouryon Specialty Chemicals B.V.  
MED-EL Elektromedizinische Geraete GmbH  
College of Europe  
EORTC  
EORTC  
POLITICO Europe  
AIJN, European Fruit Juice Association  
Prismos  
Denuo  
Leidar SA  
VELUX  
365 Sherpas GmbH  
365 Sherpas GmbH  
CEC Group, s.r.o.  
Rud Pedersen Public Affairs  
European Banking Federation  
Leidar SA  
Bayer  
Leidar SA  
Finance Watch  
SEC Newgate EU S.A.  
Bayer AG, Pharmaceuticals  
Solvay SA  
ExxonMobil Mozambique  
The Pew Charitable Trusts

# About the Public Affairs Council

The Public Affairs Council is the leading international association for public affairs professionals. Both nonpartisan and nonpolitical, our mission is to advance the field of public affairs and to provide members with the executive education and expertise they need to succeed while maintaining the highest ethical standards. From Fortune 100 companies to nonprofits, the Council boasts a diverse membership that includes over 750 leading corporations, nonprofits, associations, consultancies and universities. These organizations represent nearly 13,000 individuals working in public affairs.

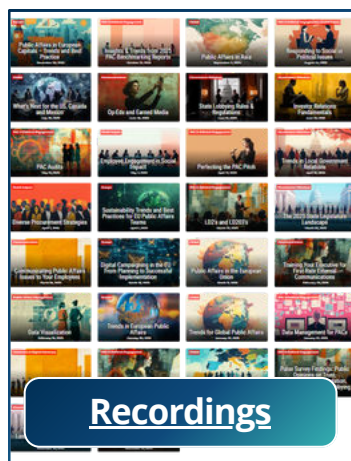
One of the Council's greatest strengths is its ability to bring together professionals from across industries, career levels and locations to share ideas, learn from one another and shape strategy. Headquartered in Washington, D.C., and with a Europe headquarter in Brussels, the Council is a prominent association in the U.S. and internationally.



## What's changing in European public affairs? The data tells the story.

The State of European Public Affairs Benchmarking Report 2025 is the Public Affairs Council's first in-depth survey of European public affairs structures, strategies, budgets, and activities. The report highlights how the function is becoming more strategic in the face of rising geopolitical tensions and regulatory pressure, with increased visibility, bigger budgets, and expanded roles in ESG, risk, and reputation. It also examines how emerging technologies like AI are reshaping the landscape. Drawing on data from top companies and associations across Europe, the report provides both insights and guidance for navigating today's complex environment, while allowing for comparisons with trends in the United States published in the Council's report State of European Public Affairs.

Free download of the Executive Summary — Full report available



## Did you know?

As a member, you have access to more than **140 on-demand recordings** of previous webinars, as well as **Council Connect**, our members-only online community where you can exchange ideas, ask questions, and learn from peers across the public affairs field. Make sure to take full advantage of everything your membership offers!



## Don't miss this year's publication of Trends in European Public Affairs — coming next week!

The Trends in European Public Affairs 2025 survey captures insights from more than one hundred public affairs professionals across Europe. This year's report explores how geopolitical risk, stakeholder engagement, technology, sustainability, and diversity are evolving in a period defined by rapid change and uncertainty. — Stay tuned

**Discover more about the benefits of joining the Council:**

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