

# 2026 EVENTS

## JANUARY

### Public Affairs Institute ★

Jan. 12-15 | Laguna Beach, CA.

### Webinar: Trends for Global Public Affairs 📺 ★

Jan. 21

### Workshop: Institutionalists vs. Disruptors: Navigating the New Politics + ★

Jan. 22

### The Advocacy Conference ★

Jan. 26-29 | Phoenix, AZ.

## FEBRUARY

### Workshop: Stakeholder Mapping and Management + ★

Feb. 11

### Webinar: Public Affairs in the European Union 📺 ★

Feb. 12

### Webinar: GOTV for the Midterms 📺 ★

Feb. 18

### Workshop: The Executive Edge: Public Speaking & Leadership Communication + ★

Feb. 19

### Webinar: Exploring the Most Powerful "Unlobbyable" Positions in Washington 📺 ★

Feb. 25

## MARCH

### National PAC Conference ★

March 2-5 | Tampa, FL.

### Webinar: Communicating Public Affairs Issues to Your Employees 📺 ★

March 10

### Workshop: Using AI for Advocacy + ★

March 11

### Workshop: Measuring & Communicating Internally the Value of Global Public Affairs + ★

March 12

### Webinar: Membership Orientation 📺

March 17

Programs based out of our Brussels office begin on page 4.

### Workshop: Media Relations: Working with Right-of-Center & Non-Traditional Media + ★

March 18

### Webinar: Insider Perspective: Congressional Leadership Offices 📺 ★

March 19

### Compliance Webinar: LD2's and LD203's 📺 ★

March 24

### Workshop: Future Forward Function: The Integration of Public Affairs + ★

March 25

## APRIL

### Webinar: Interfacing with the C-Suite for Political Engagement Efforts 📺 ★

April 7

📺 Free for Council Members

+ Free for Members Enrolled in Membership Plus. Learn more at [pac.org/Plus](https://pac.org/Plus)

★ Programs eligible for credit toward one or more of the certificates in the Council Certificate Program. Learn more at [pac.org/Certificates](https://pac.org/Certificates)

Webinar recordings available at [pac.org/recordings](https://pac.org/recordings)

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Workshop: PAC Solicitations Best Practices + ★

April 8

Workshop: Regulatory Advocacy Bootcamp + ★

April 9

Workshop: Election Year Disbursement Planning & Strategy + ★

April 14

Workshop: Communicating to Audiences Under 40 + ★

April 15

Workshop: Managing Global Risk + ★

April 16

Spring Executive Conference ★

April 21-22 | Washington, D.C.

Legal Seminar: Political Compliance Summit ★

April 29

Workshop: Website & Email Best Practices for Public Affairs + ★

April 30

## MAY

Workshop: Launching or Rebranding Your PAC + ★

May 5

Workshop: Proving Government Relations Value in Dollars and Cents + ★

May 6

Workshop: Rapid Response Tools + ★

May 13

Compliance Webinar: State Lobbying Rules & Regulations ★

May 19

Workshop: Improving Digital Literacy in an Era of Disinformation + ★

May 20

Webinar: Public Affairs Trends ★

May 21

Workshop: Coordinating Across Your Local, State, and Federal Lobbying Teams + ★

May 27

Webinar: Public Affairs in Africa ★

May 28

## JUNE

Workshop: Video & Social Media Fundamentals + ★

June 9

Workshop: AI for Global Public Affairs + ★

June 10

Webinar: Podcasting 101 ★

June 11

Workshop: Effective PAC Peer-to-Peer Campaigns + ★

June 17

Workshop: Launching a Grassroots Program + ★

June 25

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For more information and to register, visit [pac.org/upcoming](https://pac.org/upcoming)

# 2026 EVENTS

## JULY

Workshop: PAC Fundraising & Advocacy Engagement Through Events + ★

July 9

Workshop: Building & Managing Your Global Reputation + ★

July 14

Workshop: Impactful PAC Content + ★

July 15

Workshop: Virtual Public Speaking + ★

July 22

Workshop: Government Relations Organization & Budgeting + ★

July 23

## AUGUST

Webinar: Public Affairs Trends ■ ★

Aug. 12

Webinar: PAC Raffles, Sweepstakes & Auctions ■ ★

Aug. 18

Webinar: Public Affairs Trends ■ ★

Aug. 20

## SEPTEMBER

Webinar: Public Affairs in Latin America ■ ★

Sept. 10

Webinar: 2026 Election Update ■ ★

Sept. 15

Workshop: Social Media for Advocacy + ★

Sept. 16

Webinar: Public Affairs Trends ■ ★

Sept. 23

Webinar: Getting the Most Out of Your Consultants ■ ★

Sept. 30

Government Relations & Policy Conference ★

TBD | Washington, D.C.

## OCTOBER

Workshop: Leveraging Your Leadership for PAC Success + ★

Oct. 1

Workshop: Writing for Public Affairs + ★

Oct. 7

Workshop: Managing Your Global Public Affairs Function + ★

Oct. 8

Legal Seminar: Political Compliance Summit ★

Oct. 15

Webinar: Public Affairs Trends ■ ★

Oct. 21

Fall Board Meeting

TBD

## NOVEMBER

Workshop: Post-Election Roundup: What Happened, What's Next, and How-To in the Lane Duck + ★

Nov. 10

Webinar: Public Affairs in Asia ■ ★

Nov. 17

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Workshop: Storytelling for Advocacy + ★

Nov. 18

Workshop: Understanding & Messaging with AI + ★

Nov. 19

## DECEMBER

Webinar: Public Affairs Trends ■ ★  
Dec. 3

Webinar: Public Affairs Trends ■ ★  
Dec. 8

Compliance Webinar: Complying with the LDA ■ ★  
Dec. 9

Programs based out of our Brussels office.

## JANUARY

Webinar: EU Policy Insights ■  
Jan. 15

## FEBRUARY

Training Seminar: EU Decision Making Masterclass  
Feb. 5

Workshop: Writing & Storytelling for Advocacy +  
Feb. 12

## MARCH

Webinar: EU Membership Orientation ■  
March 5

Training Seminar: AI for Public Affairs Masterclass - Strategies, Use Cases and Tools for Automation and Impact  
March 10

Workshop: Leveraging and Assessing the Value of Your Trade Association Membership +  
March 26

## APRIL

Training Seminar: Selling Internally the Value of Your Public Affairs Function in Europe  
April 9

Webinar: EU Policy Insights ■  
April 23

## MAY

Webinar: Managing Global Risk and Geopolitics in European Public Affairs ■  
May 12

Workshop: Leading with Purpose: Organizing and Empowering Public Affairs Teams in Complex Organizations +  
May 21

## JUNE

Webinar: Digital Advocacy Campaigns in the EU - Case Studies, Trends and Lessons Learned ■  
June 9

Brussels Public Affairs Forum  
June 24

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Programs based out of  
our Brussels office.

## Brussels Study Tour

June 25-26

## JULY

Webinar: Sustainability in EU Public  
Affairs - Policies, Trends and Best  
Practice for Global Teams ■

July 9

Webinar: Assessing Your AI  
Readiness - A Roadmap for Public  
Affairs Teams ■

July 15

## SEPTEMBER

Webinar: EU Policy Insights ■

Sept. 9

Training Seminar: Strategic Planning  
for Public Affairs

Sept. 17

Workshop: Policy Communication  
for Public Affairs - From Strategic  
Planning to Implementation +

Sept. 22

## OCTOBER

Webinar: EU Membership  
Orientation ■

Oct. 1

Workshop: Understanding the  
Essentials of EU Decision-Making +

Oct. 6

Training Seminar: AI for Public  
Affairs Masterclass - From Planning  
to Implementation within Your  
Organization

Oct. 15

## NOVEMBER

Webinar: Transparency for EU  
Public Affairs ■

Nov. 5

Training Seminar: Advanced Data  
Analytics for Public Affairs

Nov. 19

## DECEMBER

#TechforPA Summit

Dec. 1-2

Workshop: Preparing and  
Delivering Impactful Meetings with  
Policymakers +

Dec. 3

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