

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

★ Programs eligible for credit toward one or more of the certificates in the Council Certificate Program. Learn more at pac.org/Certificates

Webinar recordings available at pac.org/recordings

The Public Affairs Council is an approved CAE provider. Visit pac.org/CAE to view credit eligible programs.

2026 EVENTS

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 3

Webinar: Podcasting 101 ★

June 4

Workshop: AI for Global Public Affairs + ★

June 10

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

June 17

Workshop: Launching a Grassroots Program + ★

June 25

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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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2026 EVENTS

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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2026 EVENTS

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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