



# International Events Calendar 2026

## JANUARY

15

EU Policy Insights – What Should Public Affairs Professionals Expect for 2026  
Webinar

21

Trends for Global Public Affairs  
Global Webinar

5

*EU Decision-Making Masterclass*  
Training seminar (virtual)

12

Writing & Storytelling for Advocacy  
Workshop

12

Public Affairs in the European Union  
Global Webinar

## MARCH

5

International Membership Orientation  
Webinar

10

*AI for Public Affairs Masterclass - Strategies, Use Cases and Tools for Automation and Impact*  
Training seminar (hybrid)

12

Measuring & Communicating Internally the Value of Global Public Affairs  
Global Workshop

26

Leveraging and Assessing the Value of Your Trade Association Membership  
Workshop

## APRIL

9

*Selling Internally the Value of Your Public Affairs Function in Europe*  
Training seminar (hybrid)

16

Managing Global Risk  
Global Workshop

23

EU Policy Insights – What Should PA Professionals Expect Ahead of the Summer Break  
Webinar

## MAY

12

Managing Global Risk and Geopolitics in European Public Affairs  
Webinar

21

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

28

Public Affairs in Africa  
Global Workshop

## JUNE

9

Digital Advocacy Campaigns in the EU - Case Studies, Trends and Lessons Learned  
Webinar

10

AI for Global Public Affairs  
Global Workshop

24

**Brussels Public Affairs Forum**  
Conference

25  
&  
26

**Brussels Study Tour**  
Special event

- ★ 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](https://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](mailto:europe@pac.org)



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## JULY

9

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

Webinar

14

Building & Managing Your Global Reputation

Global Webinar

15

Assessing Your AI Readiness - A Roadmap for PA Teams

Webinar

## SEPTEMBER

9

EU Policy Insights – What Should PA Professionals Expect for the Remainder of 2026

Webinar

10

Public Affairs in Latin America

Global Webinar

17

*Strategic Planning for Public Affairs*

*Training seminar (hybrid)*

22

Policy Communication for Public Affairs - From Strategic Planning to Implementation

Workshop

## OCTOBER

1

International Membership Orientation

Webinar

6

Understanding the Essentials of EU Decision-Making

Workshop

8

Managing Your Global Public Affairs Function

Global Workshop

15

*AI for Public Affairs Masterclass - From Planning to Implementation within Your Organization*

*Training seminar (hybrid)*

## NOVEMBER

5

Transparency for EU Public Affairs

Webinar

17

Public Affairs in Asia

Global Webinar

19

*Advanced Data Analytics for Public Affairs*

*Training seminar (hybrid)*

## DECEMBER

1 & 2

**#TechForPA Summit**

Conference

3

Preparing and delivering impactful meetings with policy makers

Workshop

Free for all

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