



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 👤+

FEBRUARY

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 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



International Events Calendar 2026

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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