



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 Monitoring, Automation and Impact
Training seminar (hybrid)

12

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

31

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

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