

MARCH 5, 2026



Public Affairs  
Council

# INTERNATIONAL MEMBERSHIP ORIENTATION

# SPEAKERS



**João Sousa**

Managing Director  
European Office &  
Global Practice



**Anna Platt**

Senior Manager, Government  
Relations Practice  
Member Success & Practice  
Team



**Inês Reis**

Public Affairs Manager  
European Office

# PUBLIC AFFAIRS COUNCIL PROFILE

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**1954**  
founded

**14 000**  
individuals

**750+**  
total members

**≈ 130**  
events/year

**WASHINGTON  
BRUSSELS**  
office locations

**NONPARTISAN  
NONPOLITICAL**  
politics

**23**

total  
staff

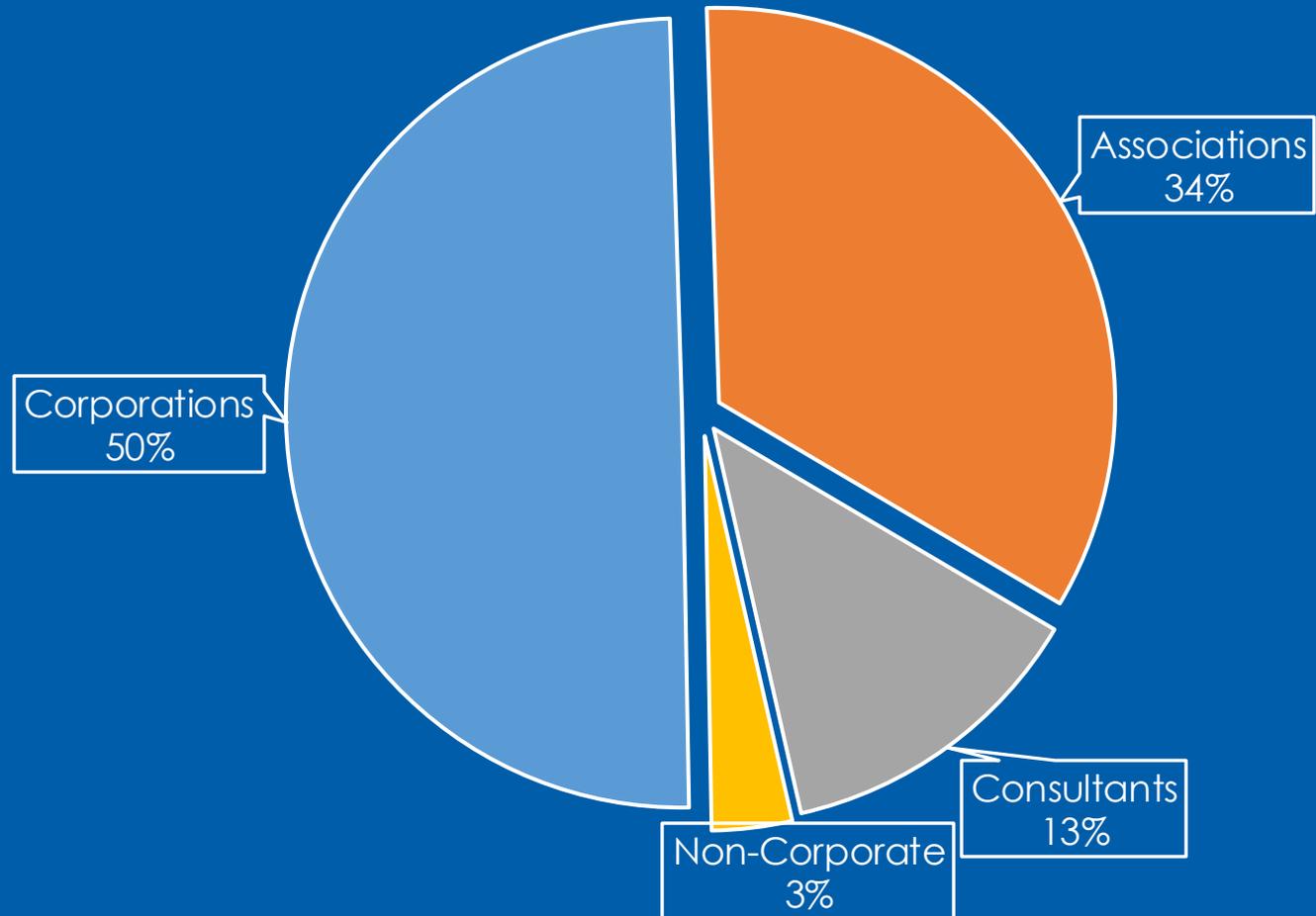
# OUR MISSION

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*Our mission is to advance the field of public affairs, to bring leaders together and to provide members with the executive education and expertise they need to succeed while maintaining the highest ethical standards.*



# A Diverse Community



# YOU'RE IN GOOD COMPANY

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# MEMBERSHIP BENEFITS IN EUROPE

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▶ EXECUTIVE  
EDUCATION

▶ EXPERTISE

▶ COMMUNITY



**MEMBERSHIP  
BENEFITS  
IN EUROPE**

**EXECUTIVE  
EDUCATION**

# HALLMARKS of COUNCIL EVENTS



- Conferences & signature events
  - Webinars & roundtables
  - Workshops & training seminars
  - Customized trainings
- ✓ Peer-to-peer learning
  - ✓ Practical advice you can implement immediately
  - ✓ Unparalleled networking opportunities
  - ✓ Benchmarking opportunities with best in class
  - ✓ Resource materials to continue your learning

# Workshops, discussions & webinars

## STRATEGY & BEST PRACTICES

- Public Affairs Planning – Strategy, Priorities & Objectives
- Mapping and Engaging with EU Stakeholders
- Organizational Development for Public Affairs

## POLICY & REGULATORY

- EU Decision-Making Masterclass
- Sustainability Trends and Best Practices for EU Public Affairs Teams
- Advanced Data Analytics

## COMMUNICATION & DIGITAL

- Digital Campaigning in the EU
- Policy communication for Public Affairs
- Measuring & Communicating Value Internally

## POLITICS & TRENDS

- Geopolitics and EU Public Affairs in a Year of European Elections
- Artificial Intelligence for Public Affairs
- Transparency in European Public Affairs

[pac.org/europe](https://pac.org/europe) for complete list

# UPCOMING PROGRAMS IN EUROPE & GLOBALLY

- AI for Public Affairs Masterclass (Mar 10)
- Leveraging Your Trade Association Membership (Mar 31)
- Selling Internally Your PA Function in Europe (Apr 9)
- Managing Global Risk (Apr 16)
- Geopolitics in European Public Affairs (May 12)
- Leading With Purpose in Public Affairs (May 21)
- Public Affairs in Africa (May 28)
- ...
- *And growing our engagement with members in Asia, Latin America and the Middle East*



# Annual signature events in Europe

## Brussels Public Affairs Forum (June 24)



## European Digital Advocacy Summit (Dec 1&2)



## Brussels Study Tour (June 25&26)



[pac.org/europe](https://pac.org/europe) for complete list

# 120+ Workshops and Webinars (& Recordings) FREE for Members

- Using AI for Advocacy (March 11)
- Communicating to Audiences Under 40 (April 15)
- Legal Seminar: Political Compliance Summit (April 29)
- Proving Government Relations Value in Dollars and Cents (May 6)
- Video & Social Media Fundamentals (June 9)

# Signature Events

## Conferences

- Advocacy
- National PAC
- Government Relations & Policy

## Summits

- AI & Tech Summit
- Political Compliance

## Other Events

- Spring Executive Meeting
- Public Affairs Institute
- Masterclass Series



# The Next D.C. Study Tour: Fall 2027





**MEMBERSHIP  
BENEFITS  
IN EUROPE**

**EXPERTISE**

# KNOWLEDGE AREAS

## EUROPEAN UNION

How the EU works, trilogues,  
comitology

Advocacy in the EU and member  
states

## POLITICAL DEVELOPMENTS & TRENDS

Transatlantic public affairs

Geopolitical trends

Managing global risk

## PUBLIC AFFAIRS MANAGEMENT

PA strategy & management  
best practices

Issues management

KPIs, measurement & evaluation

## STRATEGIC COMMUNICATION & DIGITAL

Digital & social media advocacy

Communication planning  
and implementation

Policy communications

## STAKEHOLDERS, NGOs, EMERGING TOPICS

Transparency

Sustainability trends and DEI

Artificial Intelligence (AI) for  
Public Affairs

# QUESTIONS WE CAN ANSWER

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How can we optimize the use and benefits of **digital tools** in PA?

How can I create and implement a **Europe-wide public affairs plan**?

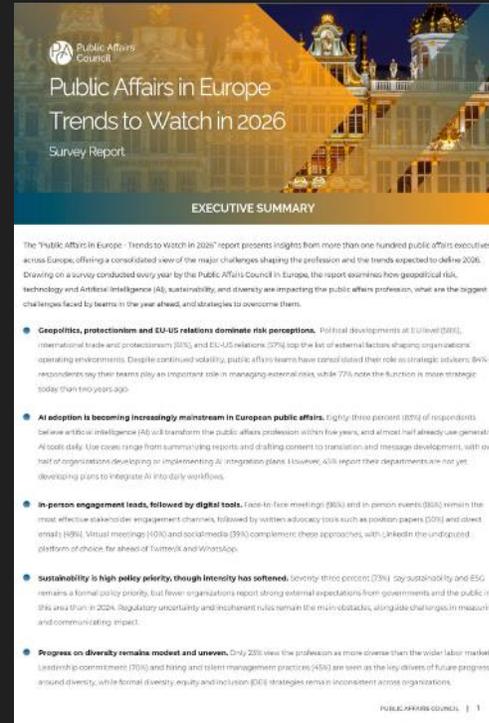
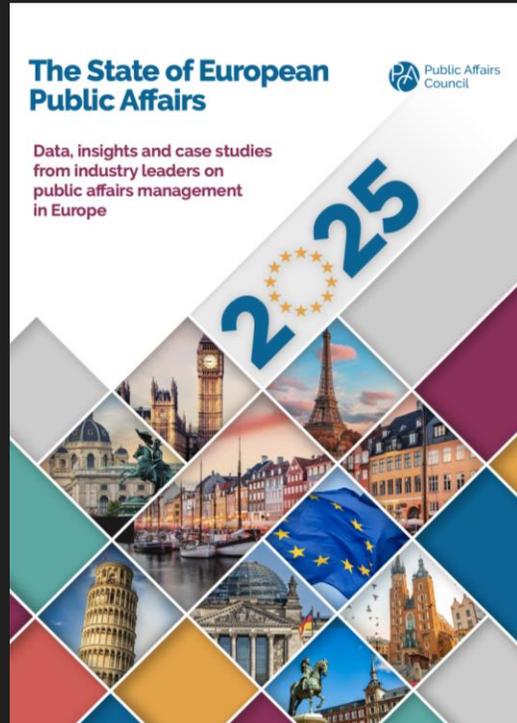
Can you suggest best practices in **managing remote teams** and coordinating their work?

What are best practices for **public affairs campaigning** in Europe & the U.S.?

Can you recommend **public affairs consultancies** in Europe?

Can you recommend **speakers** in Brussels or other European countries?

How can I **measure and effectively report** on our public affairs efforts?



# RESEARCH, SURVEYS & RESOURCES IN EUROPE

See [pac.org/europe](https://pac.org/europe) for complete list

THE STATE of  
CORPORATE  
PUBLIC AFFAIRS  
2023-2024



Data and insights from industry  
leaders on key questions in  
public affairs management

2025  
GOVERNMENT  
RELATIONS  
SALARY  
SURVEY



Measuring and  
Communicating  
the Value of  
Public Affairs

2023



Managing Stakeholder  
Engagement on a  
Global Scale

By Brian Duffy  
Foundation for Public Affairs

# GLOBAL BENCHMARKING & REPORTS

See [pac.org/europe](http://pac.org/europe) for complete list





**MEMBERSHIP  
BENEFITS  
IN EUROPE**

**COMMUNITY**

# COMMUNITY ENGAGEMENT OPPORTUNITIES

45+ international programs, including 35 European focused events plus customized trainings attended by 1,600+ of your peers in 2024

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More than 250 member organizations, based (or with offices) in Europe, with whom you can connect

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15 in-person roundtables, conferences and special programs in our Brussels office

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And more...

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**COUNCIL  
CONNECT  
&  
INTERNATIONAL  
PROFESSIONAL  
COMMUNITIES**

**GOVERNMENT RELATIONS**

**POLITICAL INVOLVEMENT**

**INTERNATIONAL**

# Contact Information

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