

MARCH 10, 2026



Public Affairs  
Council

**Delivering & measuring value with AI**

# Agenda

## Delivering & measuring value

- Use cases of AI in public affairs
- Takeaways for structuring your AI interactions
- Measuring & communicating value internally
- Share your views – AI challenges, use cases and lessons learned

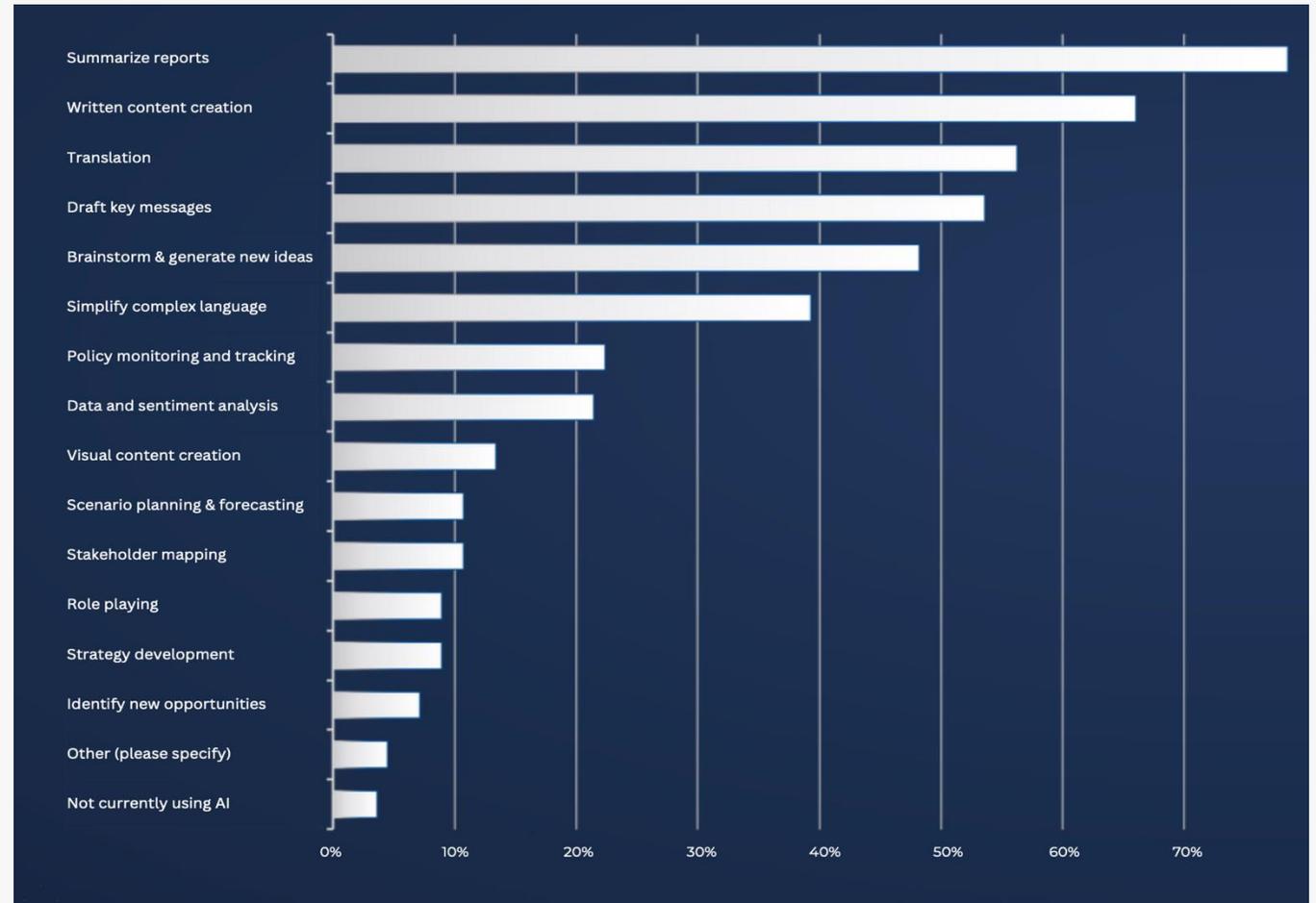
# 1. Benchmarking your efforts

*How are your peers using AI?*

# How your peers are using AI (Europe)

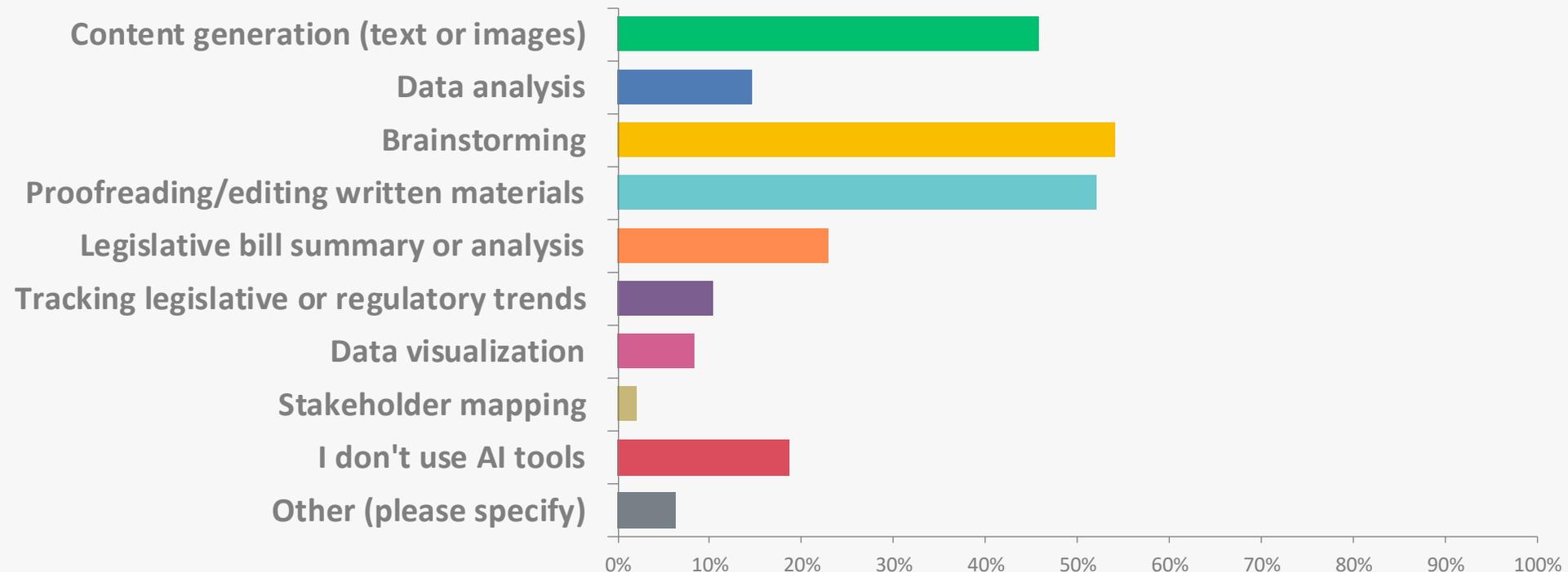
**Q: What are the top 5 tasks for which you use AI tools in your public affairs and communication work?**

Source: Public Affairs Council, "Public Affairs in Europe – Trends to Watch in 2026" survey



# How your peers are using AI (United States)

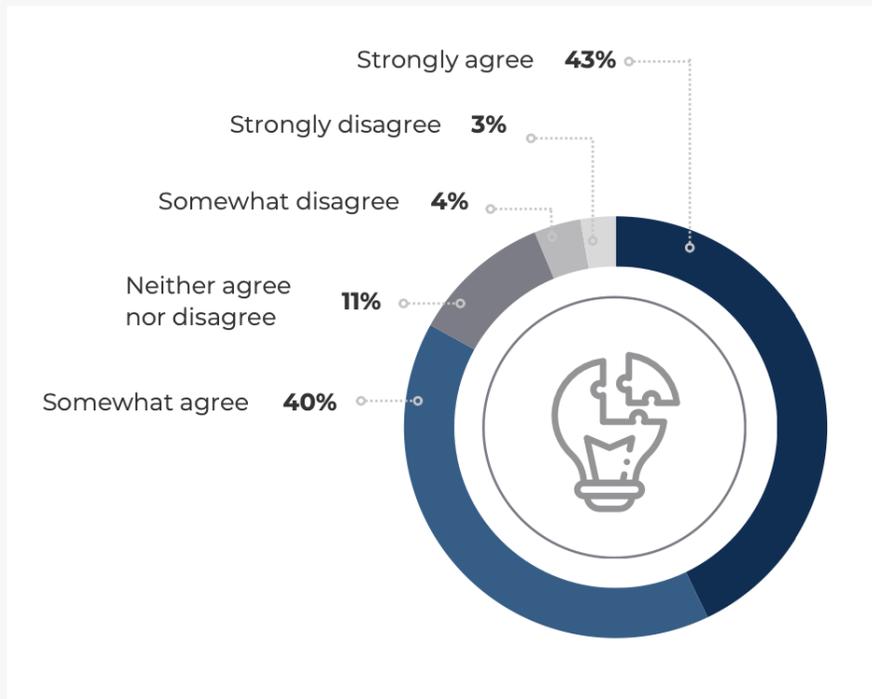
**Q: In what ways are you personally using AI tools to do your job?**



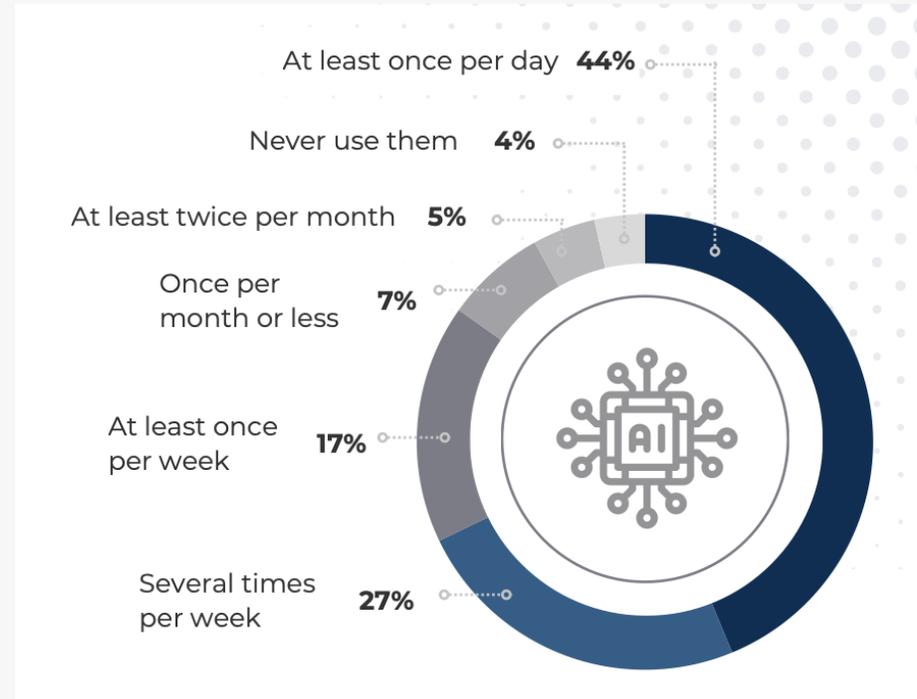
Source: Public Affairs Council, members' survey, July/August 2024

# How your peers are using AI (Europe)

**Q: "AI will significantly transform how PA is conducted in Europe over the next 5 years"**

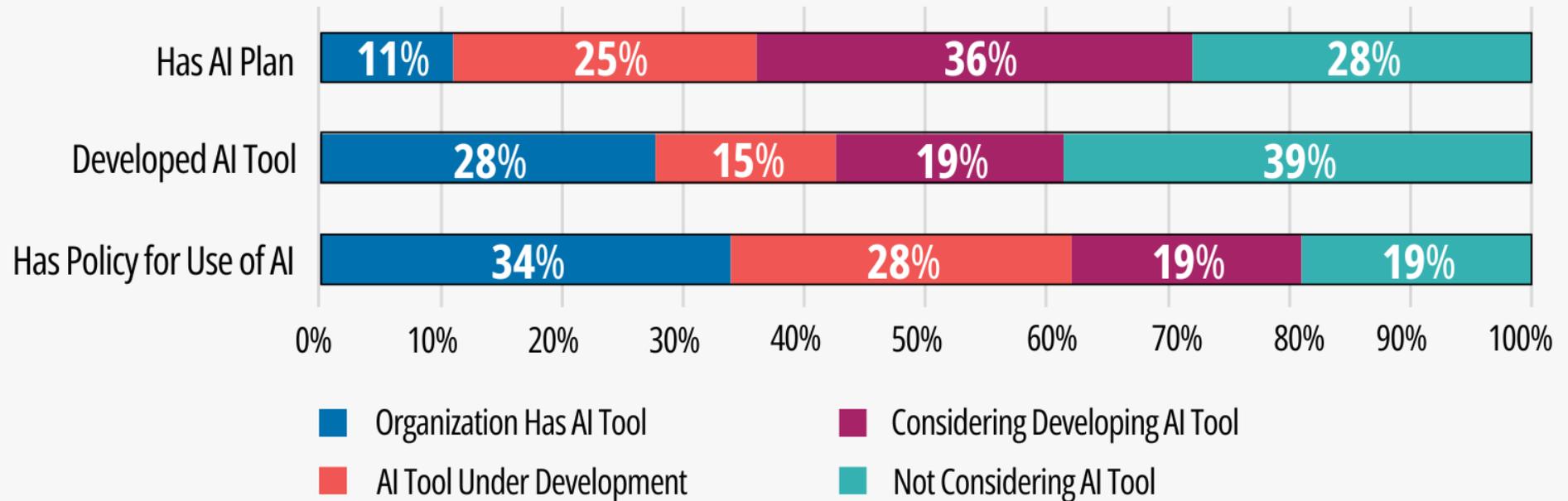


**Q: "How often do you personally use GenAI tools for your PA work?"**



Source: Public Affairs Council, "Public Affairs in Europe – Trends to Watch in 2026" survey

# How your peers are using AI (Europe)



Source: Public Affairs Council, "State of European Public Affairs benchmarking survey", 2025

## 2. Use cases of AI in Public Affairs

*Using AI to solve concrete public affairs problems*

# Act as the challenger or devil's advocate

**The problem/challenge:** You need to deliver a speech in a technical forum. You want to focus on three key ideas build a narrative/argument around those ideas that is consistent with your strategy, key messages and EU policy orientations.

## How AI can help:

- Step 1) Upload the key documents you want to use as a reference onto your AI and prompt it to **create a 5-7-minutes intervention around your 3 key ideas**. Ask it to use the supporting documents attached for technical details and provide one example for each main idea.
- Step 2) After perfecting the speech, prompt AI to **act as devil's advocate** (or NGO/journalist), identify the weaker arguments and suggest counter-arguments.

# Unlock the power within (you)

**The problem/challenge:** You want to anticipate feedback on an internal memo to senior business leadership on campaign strategy. You want it to be clear on strategic alignment and impact.

## How AI can help:

- Upload the strategy memo and any supporting materials.
- Ask the AI to **interview you – one question at a time – about senior leadership expectations** and afterwards provide feedback on the strengths and weaknesses of your memo. Prompt it to propose edits that sharpen clarity and support the business case for your “ask”.
- Zoom in by asking the AI to **interview you to better understand the personality and concerns of one specific leader** and anticipate questions/criticism you can expect from him/her.

# Prepare for external meetings and test key messages

**The problem/challenge:** You will meet a key policy-maker and you want to prepare by simulating a real meeting, “stress testing” your key messages, anticipate possible questions and identify counter-arguments.

## How AI can help:

- Upload onto the AI **relevant background information about your interlocutor**, including CV, position papers, speeches and other content that allows the AI to identify patterns of thought and language
- Prompt your **key messages and policy asks** onto the AI, then ask it to assume the role of that specific interlocutor and to react to each of those points.
- Ask the AI to identify conversation starters, opportunities the policy-maker may care about, etc.
- Reverse the roles, this time to conduct a “mock-interview”. Prompt **the AI to play the role of the policy-maker and ask difficult/challenging questions, one at a time.**
- If you wish, record this process, so you can play it back, extract lessons learned and points to improve

# Prepare for different geopolitical scenarios

**The problem/challenge** : A client in the aerospace industry wants to understand how the current military conflict in the Middle East could affect the European political and regulatory environment in their sector.

## How AI can help:

- **Upload relevant materials into the AI**, such as recent news coverage, geopolitical analysis, and EU policy documents related to aviation, sanctions, defence or export controls.
- Prompt the AI to **summarise the main potential impacts of the conflict on the aviation sector** (e.g. airspace security, route disruptions, supply chains, sanctions risks). Prompt to it to apply a tiered approach to sources and prioritize recent information from top-tier media.
- Prompt the AI to develop **3 possible scenarios**, depending on the duration of the conflict (3 weeks, 3 months, 1 year), as well as possible strategic implications for your client and industry and next steps of a policy response.

# More productive team meetings

**The problem/challenge** : Your team wants to make internal strategy meetings more productive, avoiding unstructured discussions and repetitive or limited ideas when developing public affairs strategies.

## How AI can help:

- Before the meeting, upload your strategy, key messages and relevant policy documents onto the AI.
- Prompt the AI to analyse those documents in light of the main challenges you're facing, asking it to **generate 10 guiding questions to stimulate team discussion and force you to address less obvious perspective, biases and "blind spots"**.
- Record the meeting, ask AI to transcribe it and produce a summary that structure the ideas raised by the team, identifies gaps, and suggest additional points of discussion.
- After the meeting, prompt the AI to turn the discussion into a structured action plan.

# 3. Measuring the Impact of AI in Public Affairs

*Ideas for assessing value*

# Measuring AI Value for Public Affairs

## 1. Productivity & Efficiency

*Is AI helping teams work faster and produce more?*

- Time saved on core tasks (briefings, monitoring, analysis)
- Faster turnaround of policy intelligence and reports
- Increased output volume
- Improved early detection of risks and opportunities
- Reduced external costs (research, translation, content)

## 2. Quality & Outcomes

*Is AI improving the strategic value of outputs?*

- Higher quality policy briefs and talking points
- Clearer insights for decision-makers
- Impact on shifts in stakeholder positions
- Greater usefulness of analysis for leadership decisions
- Contribution of AI to the broader objectives of your strategy

## 3. Adoption & Behaviour Change

*Is AI becoming embedded in the team's workflow?*

- Percentage of team using AI regularly
- Depth of use (occasional → power users)
- Participation in AI training and knowledge sharing
- Integration of AI into daily policy and comms work

## 4. Risk, Trust & Governance

*Are teams using AI responsibly and confidently?*

- Trust in AI-generated outputs
- Clear human review processes
- Monitoring of risk incidents (accuracy, confidentiality, tone)
- Confidence using AI for analysis and communications

# Practical measurement tools you can use

## Quarterly AI pulse survey

Measure:

- Time saved
- Use cases
- Confidence
- Quality perception
- Risks

This becomes your main dataset.

## Task-level pilot studies

Pick 5–6 tasks and run controlled pilots.

For example, policy briefing drafting:

- Time before AI
- Time with AI
- Quality rating
- Revision count

This gives concrete evidence.

## Case studies

Collect examples for leadership and your team:

- “AI reduced stakeholder mapping time by 40%”
- “Consultation response drafted in half the time”
- “Monitoring reports now daily instead of weekly”
- “We are now able to easily do X task in-house and reduced costs by 25%”

## Performance interviews

For example, every 6 months or every year as part of regular performance reviews:

- Has team responsiveness improved?
- Are insights better?
- Are outputs more strategic?

## 4. Let's discuss

*How are YOU and your team using AI?*

**João Sousa**  
Managing Director, International Practice  
**PUBLIC AFFAIRS COUNCIL**  
[jsousa@pac.org](mailto:jsousa@pac.org)  
@joaoppsousa