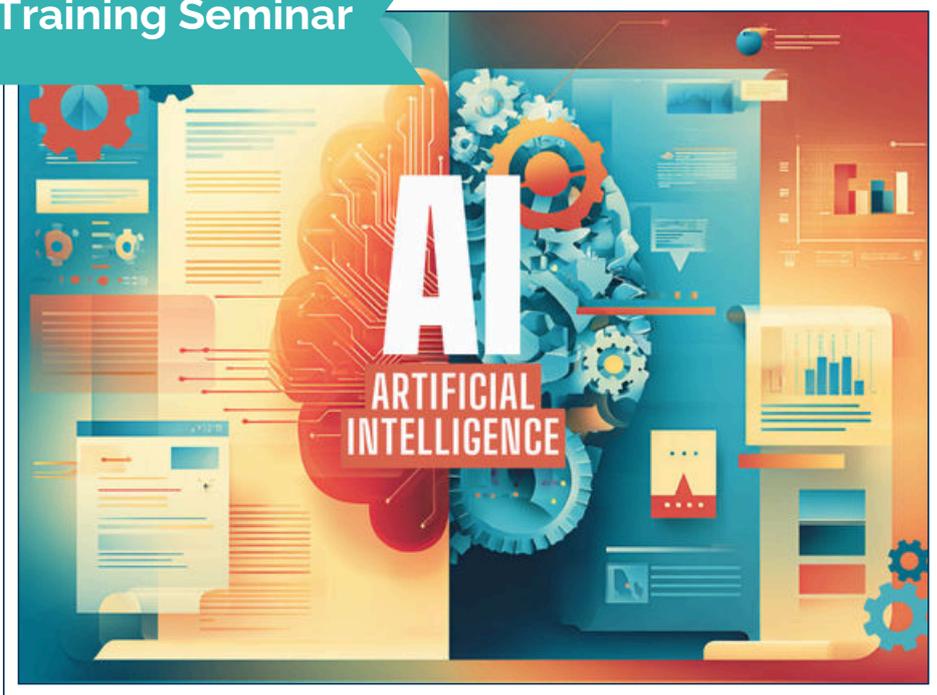


## Training Seminar



### [AI for Public Affairs Masterclass Strategies, Use Cases and Tools for Monitoring, Automation and Impact](#)

**10 March 2026,**

**9:30AM – 12:30PM**

Online Training Seminar

Artificial intelligence is reshaping how public affairs teams develop strategy, advise leadership and conduct advocacy every day. From policy analysis and stakeholder engagement to internal coordination and content creation, AI offers a world of new opportunities for public affairs teams, when applied with clear objectives and sound judgment. This masterclass provides a strategic framework for integrating AI into public affairs functions, helping teams enhance impact and automate tasks while maintaining credibility, accountability, and trust.

In this program, you'll gain insight into:

- Strategies to align AI tools with advocacy objectives and organizational priorities
- Real-world public affairs use cases of using AI for intelligence gathering, stakeholder mapping, policy monitoring, content development, and internal reporting
- Practical automation opportunities across research, mapping and other common public affairs workflows
- Risk management, governance and ethical considerations for responsible AI implementation
- Practical techniques to improve outputs, efficiency and decision-making quality using AI



<https://pac.org/event/eur/2026/ai-for-public-affairs-masterclass>

Webinar



Register Now  
Free for all

### [International Membership Orientation](#)

**5 March 2026**  
**15:00 CET (9:00 am, ET)**  
**Online Workshop**

Are you interested in learning more about the Public Affairs Council, and how membership can support your professional growth and your organization's success? This free orientation webinar offers a...

[Read more...](#)



Training Seminar



Register Now

### [AI for Public Affairs Masterclass - Strategies, Use Cases and Tools for Monitoring, Automation and Impact](#)

**10 March 2026**  
**9:30 CET (4:30 am, ET)**  
**Webinar**

Artificial intelligence is reshaping how public affairs teams develop strategy, advise leadership and conduct advocacy every day. From policy analysis...

[Read more...](#)



Online Workshop



Register Now  
Free for MP\*

### [Measuring & Communicating Internally the Value of Global Public Affairs](#)

**12 March 2026**  
**15:00 CET (10:00 am, ET)**  
**Online Workshop**

Showcasing the internal value of public affairs is key to leading a successful global function. Beyond management, it is the catalyst for gaining leadership support and broader organizational recognition. Join this...

[Read more...](#)



Online Workshop



Register Now  
Free for MP\*

### [Leveraging and Assessing the Value of Your Trade Association Membership](#)

**31 March 2026**  
**14:00 CET (9:00, am ET)**  
**Online Workshop**

Trade associations play a central role in EU public affairs, from shaping policy debates to coordinating advocacy efforts across sectors. However, public affairs professionals often face challenges in clearly assessing the...

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Training Seminar



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### [Selling Internally the Value of Your Public Affairs Function in Europe](#)

**9 April 2026**  
**9:30 CET (4:30 am, ET)**  
**Training seminar / Hybrid**

In today's increasingly interconnected and complex policymaking environment, public affairs functions must go beyond activity reporting to demonstrate strategic impact, measurable outcomes and alignment with...

[Read more...](#)



Online Workshop



Register Now  
Free for MP\*

### [Managing Global Risk](#)

**16 April 2026**  
**16:00 CET (10:00 am, ET)**  
**Virtual Workshop**

Following a year of historic global developments, the political landscape has shifted significantly. How do these developments impact businesses with international operations and policy interests? Join us to gain the...

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Webinar



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### [EU Policy Insights – What Should PA Professionals Expect Ahead of the Summer](#)

**23 April 2026**  
**15:00 CET (9:00, am ET)**  
**Webinar**

As the EU institutions approach the summer break, public affairs teams face a key moment to assess political signals, legislative momentum, and upcoming milestones. This webinar provides an overview of the main...

[Read more...](#)



## Study Tour



### The Brussels Study Tour

**25–26 June 2026**  
**Study Tour**

The Brussels Study Tour offers public affairs professionals an in-depth, practical immersion into the EU policy and decision-making environment. Over two days in Brussels, participants engage directly with EU institutions, industry associations, and experienced practitioners to better understand how EU policies are shaped in practice and how organizations can engage effectively. The program combines institutional briefings with applied perspectives, focusing on real-world processes, interinstitutional dynamics, and stakeholder engagement. Designed for professionals working on EU and global public affairs, the study tour provides structured insight, peer exchange, and direct exposure to Brussels-based policy actors.



<https://pac.org/brussels-study-tour-2026>

