





# Wednesday

24 June 2026

**08h30 – 09h00: Arrival and registration**

**09h00 – 09h15: Welcome & Opening Remarks**

*TownHall Europe - Sq. de Meeûs 5 – 1000 Brussels*

## **Uncertainty in the New Normal. Is Public Affairs Ready to Deliver?**

- The growing expectations on public affairs teams amid global uncertainty
- Framing the key questions for the morning – what are the key challenges facing public affairs leaders and teams today?

**09h15 – 09h45: Keynote Presentation & Discussion**

## **Reading the Map: Global Geopolitics and What It Means for Europe**

- The global forces reshaping the political and economic landscape
- How geopolitical tensions are influencing EU priorities and policymaking
- What matters most for companies operating in and from Europe
- Distinguishing structural shifts from short-term volatility

**09h45 – 10h30: Panel Discussion**

## **From Geopolitical Risk to Business Impact: Translating Uncertainty Inside the Company**

- How leading public affairs teams are translating uncertainty into business-relevant insights
- Supporting leadership in ambiguous and fast-moving situations
- Balancing long-term positioning with short-term responsiveness
- Measuring and communicating value to C-Suite, boards, stakeholders and other departments
- Bridging external intelligence with internal decision-making

**10h30 – 10h50: Networking break**

**10h50 – 11h30: Executive Conversation**

**The C-Suite Perspective: What Business & Industry Expect from Public Affairs Today**

- How CEOs and senior executives perceive geopolitical risk
- What they expect from public affairs in terms of insight, anticipation and guidance
- The role and positioning of public affairs within the organization
- What makes public affairs credible and influential at the leadership level
- Common gaps between expectations and delivery
- How public affairs can better support strategic decision-making

**11h30 – 11h50: *Networking break***

**10h50 – 11h30: Panel Discussion**

**Delivering Under Pressure: How Public Affairs Teams Are Organizing for Uncertainty**

- How teams are adapting to deal with geopolitical and regulatory uncertainty
- What is being prioritized, and what is being deprioritized
- Ensuring message consistency across regions, markets and stakeholders in a fragmented environment
- Running effective, coordinated engagement strategies in the EU, and balancing central control with local flexibility
- Aligning public affairs with communications, legal, and business teams for better results
- Lessons learned from recent high-stakes or fast-moving policy issues

**11h30 – 11h50: *Networking Lunch – Adjourn***

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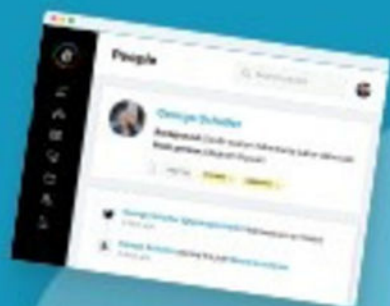
 **NationBuilder**



Public Affairs Council



NationBuilder



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In an era of geopolitical volatility and fragmented political coalitions, public affairs teams need more than traditional stakeholder management. NationBuilder gives public affairs leaders the infrastructure to coordinate complex advocacy, demonstrate measurable impact, and respond at pace - without losing coherence across markets.

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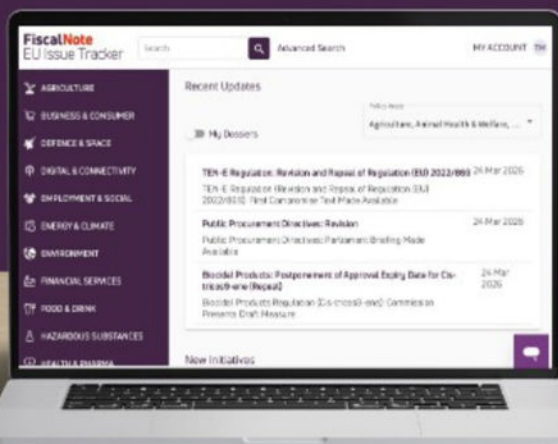
## EU Issue Tracker FROM + FISCALNOTE

### Targeted Alerts and Forward-Looking Analysis from Experts in Brussels

EU Issue Tracker's team of Brussels-based policy analysts help you not only monitor, but act on changes in EU policy.

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By removing the manual work typically involved in policy monitoring, EU Issue Tracker saves you time and puts the information that matters in front of you with a comprehensive solution. Keep your finger on the pulse with real-time, relevant updates on policy developments, timelines, and key stakeholders.

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