

Agenda

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?



Speaker

Neka Chiazor

President

Public Affairs Council

09h15 – 10h10: 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



Speaker

Adam Ward

Managing Editor,
Oxford Analytica from Dow Jones



Moderator

João Sousa

Managing Director,
International Practice
Public Affairs Council

10h10 – 10h30: **Networking break**

10h30 – 11h25: **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



Moderator

Nneka Chiazor
President
Public Affairs Council



Speaker

Emily Rees
President and CEO
CropLife International



Speaker

Marcel Halma
SVP & Chief Public Affairs
Officer
Solvay



Speaker

Marianne Barge
Co-Lead, Global Government
Affairs Practice,
Russell Reynolds Associates

11h25 – 11h40: **Networking break**

11h40 – 12h35:

Panel Discussion

From Geopolitical Risk to Public Affairs Impact: How Leading Teams Are Delivering In Uncertainty

- How teams are translating geopolitical and regulatory uncertainty into business relevant insights
- Measuring and communicating value to C-Suite, boards, stakeholders and other departments
- 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



Speaker

Amber Bechrouri
EU Consumer and
Sustainability Policy Director
Amazon Europe



Speaker

Gavriilo Nikolic
Head of Public Affairs
PHOENIX group



Speaker

Laila Pinheiro
Public Affairs Head, Director
for Europe
Syngenta



Moderator

João Sousa
Managing Director,
International Practice
Public Affairs Council

12h35:

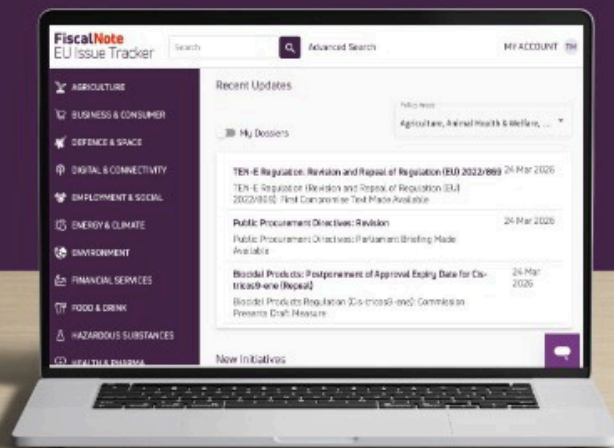
Networking Lunch – Adjournal

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.

Acting as a force multiplier, EU Issue Tracker takes a systematic approach to policy intelligence and analysis. You control what is put in front of you by selecting specific dossiers of interest, and we'll send you timely alerts on procedural developments.

We capture the latest developments and timelines of all EU dossiers and monitor, catalogue, and assess their implications.



What is it?

Our platform combines human intelligence and technology to help you identify risks and opportunities stemming from EU policy initiatives. Detailed timelines lay out each dossier's procedure step-by-step, with an additional layer of human analysis to help you make sense of it all.

Why do you need it?

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.

What you get:

- ✓ Stakeholder information and AI transcripts of meetings with decision-makers
- ✓ Legislative and non-legislative files
- ✓ New developments coming out of the Commission, Council, Parliament, and other EU agencies
- ✓ Clear, concise updates sent to you directly, keeping you informed
- ✓ A dedicated policy team working with you to achieve your organizational goals

FISCALNOTE

PolicyNote / CQ / Roll Call / VoterVoice
Fireside / FrontierView

FiscalNote combines the latest AI technology with decades of trusted expertise to simplify the way you track and shape policy. Through our flagship suite, PolicyNote, we deliver the most complete view of the policy landscape — from local to global — in platform and through API. By uniting the trusted reporting of CQ and Roll Call with the grassroots power of VoterVoice, we deliver end-to-end policy intelligence with unmatched clarity and speed. We zoom into the details so you can see the big picture, making sure you're not just in the loop, but in the lead.

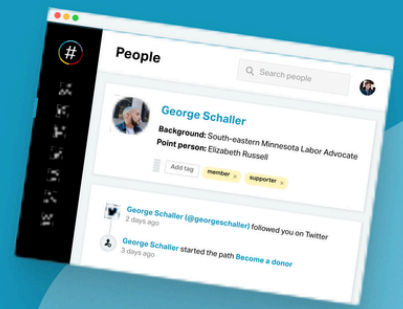
To learn more about FiscalNote and our suite of solutions, visit [FiscalNote.com](https://www.fiscalnote.com) or follow us across social media platforms @FiscalNote.



Public Affairs Council



NationBuilder



One platform to power your advocacy

Modernising public affairs and community engagement
for Europe's leading organisations

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.

Website builder Create action-oriented pages that inspire supporters to sign petitions and amplify your position.

People database Track every supporter, partner, advocate interaction in one dynamic database. See engagement levels, issue priorities, and advocacy history.

Communication tools Send personalised, issue-specific emails based on supporter interests and past actions, ensuring the right narrative reaches the right audience at the right moment.

Fundraising platform Keep more of what you raise with industry-leading rates. Accept one-time and recurring donations directly on your site, all the while reducing operational friction for issue-based campaigns.

With NationBuilder, public affairs teams can:

- Mobilise communities and build durable coalitions that amplify your influence with policymakers
- Equip advocates across member states to organise on your behalf - with consistent messaging and central control
- Convert rapid-response moments into sustained movements

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Public Affairs Council

With offices in Washington D.C. and Brussels, the Public Affairs Council is the leading global association for public affairs professionals with more than 750 companies, trade associations, NGOs and other organizations as members, including more than 12,000 individuals. It provides research, roundtables, training and other resources to its members on public affairs, government affairs, stakeholder management, digital advocacy, issue management and related topics. It is non-political and non-profit, based on an annual membership model.

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OF JOINING THE COUNCIL:**

