

JULY 2026



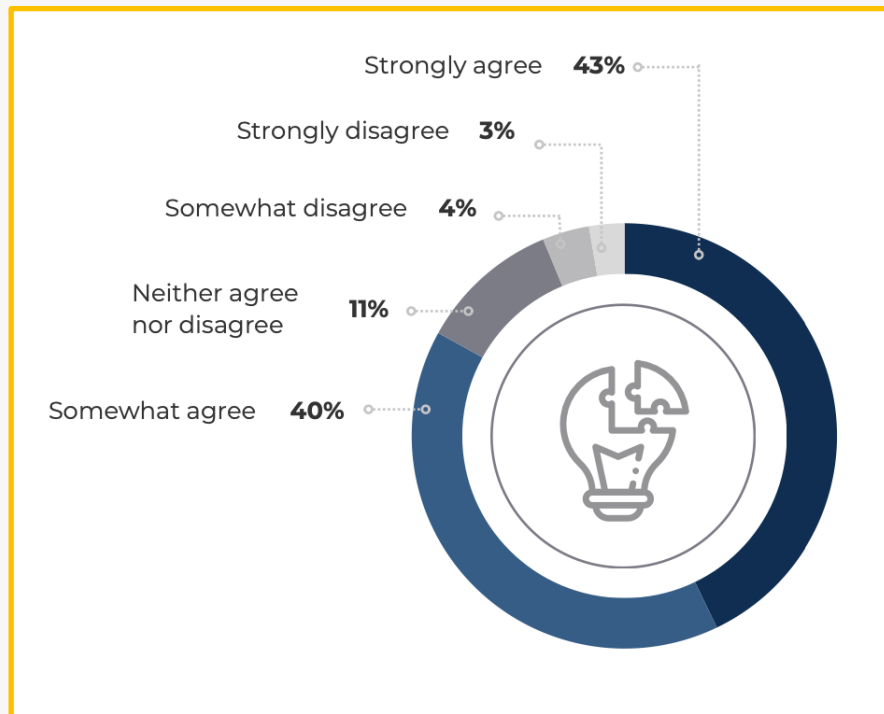
Public Affairs
Council

Webinar: AI & Digital Campaigns in the EU

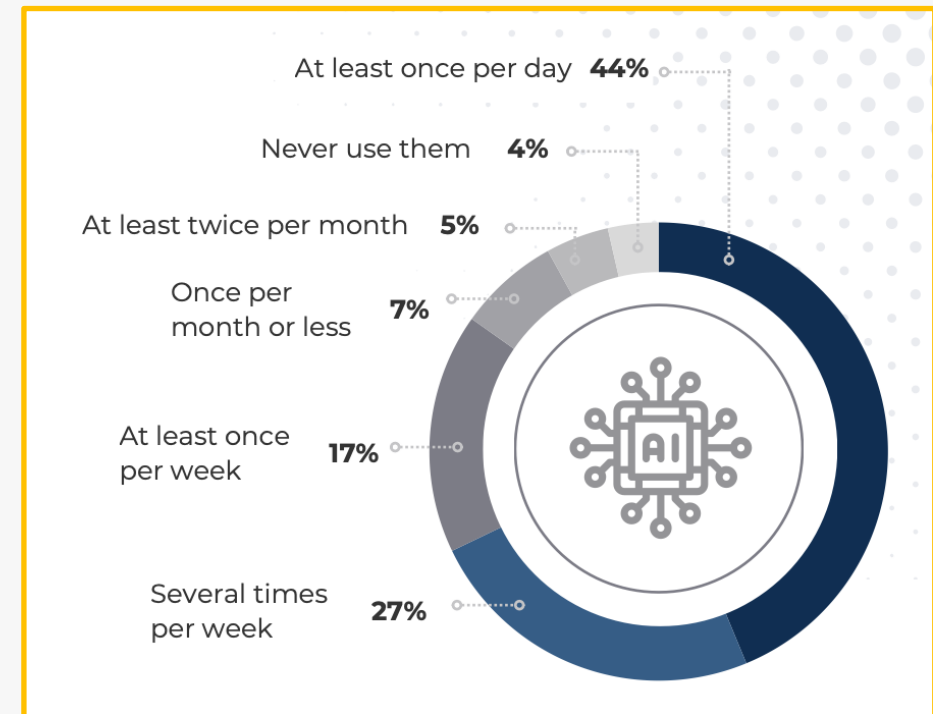
Inês Reis Basto

How your peers are using AI (cross-sector, EU)

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

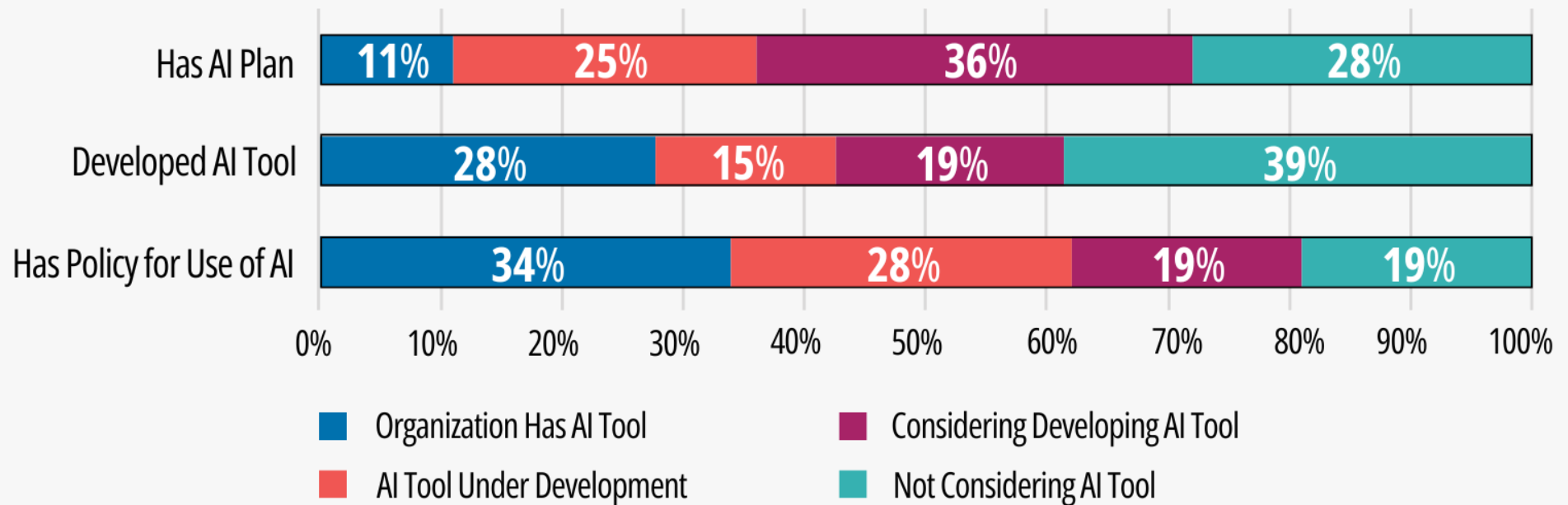


Q: "How often do you personally use GenAI tools for your PA work?"



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

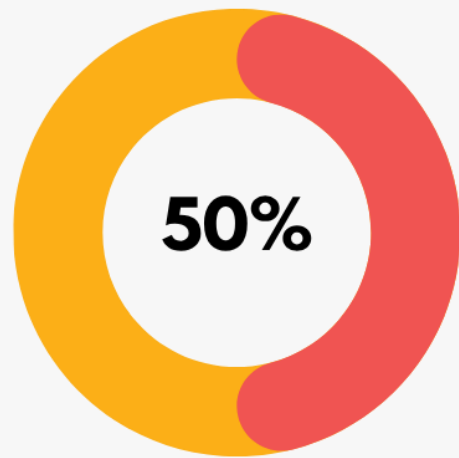
How your peers are using AI (cross-sector, EU)



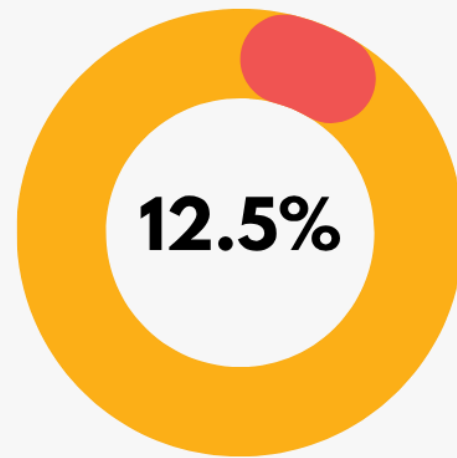
Source: Public Affairs Council, "State of European Public Affairs benchmarking survey", 2025

How your peers are using AI (sector-specific)

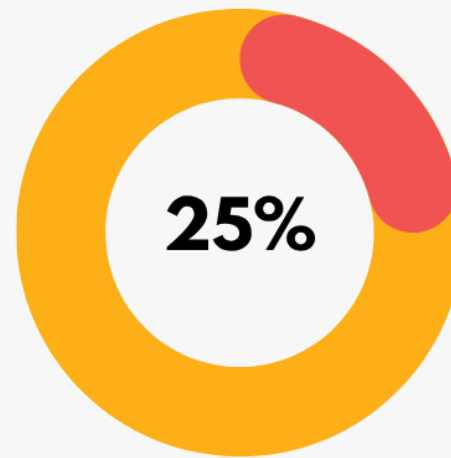
Q: Does your PA department have an AI adoption plan?



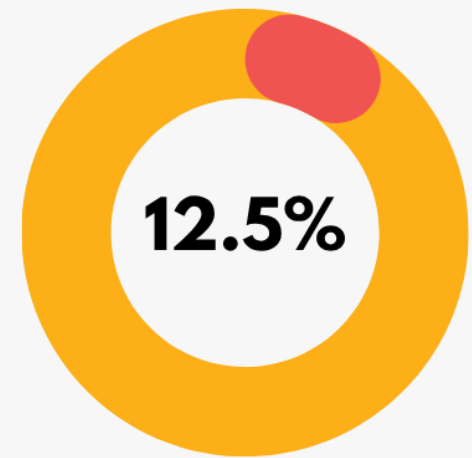
Yes, we have developed our AI strategic adoption plan



No, but one is already under development



No, but we're currently considering developing one

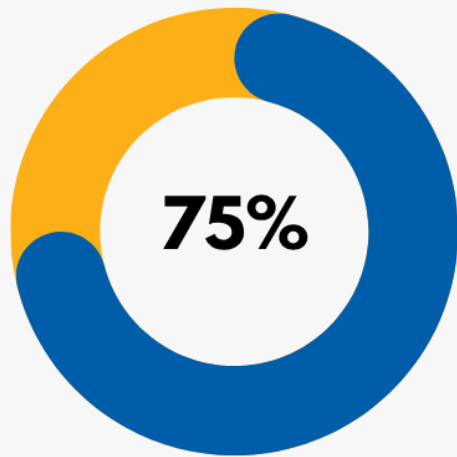


No, and we're not considering developing one

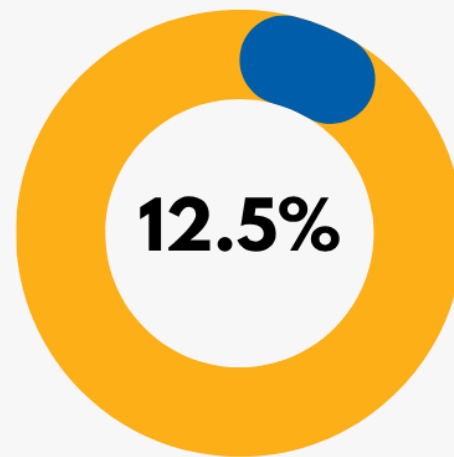
Source: Public Affairs Council, "State of European Public Affairs benchmarking survey", 2025

How your peers are using AI (sector-specific)

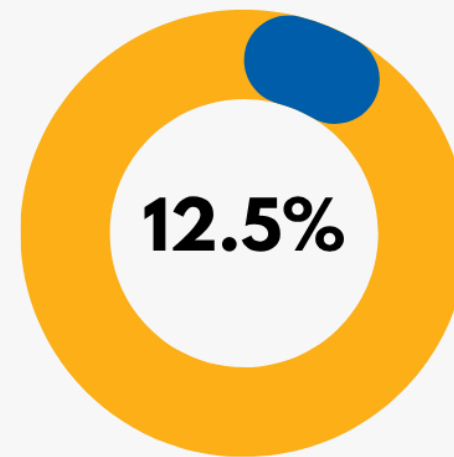
Q: Does your organization have its own internal AI tool?



Yes, we have developed
our own AI tool/app



No, but we're currently
considering developing
one

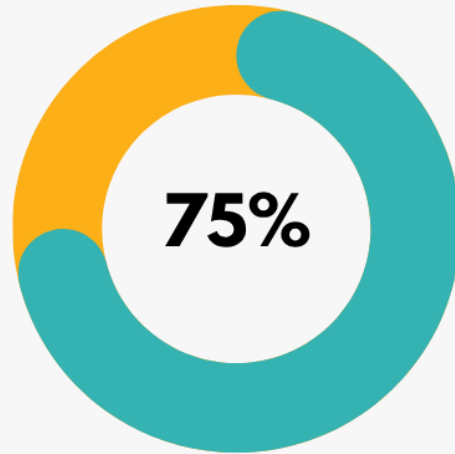


No, and we're not
considering developing
one

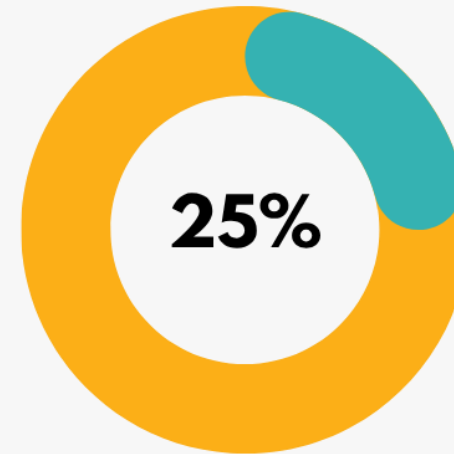
Source: Public Affairs Council, "State of European Public Affairs benchmarking survey", 2025

How your peers are using AI (sector-specific)

Q: Does your public affairs department have an AI Use Policy?



Yes, we have developed and implemented a department-wide AI Use Policy



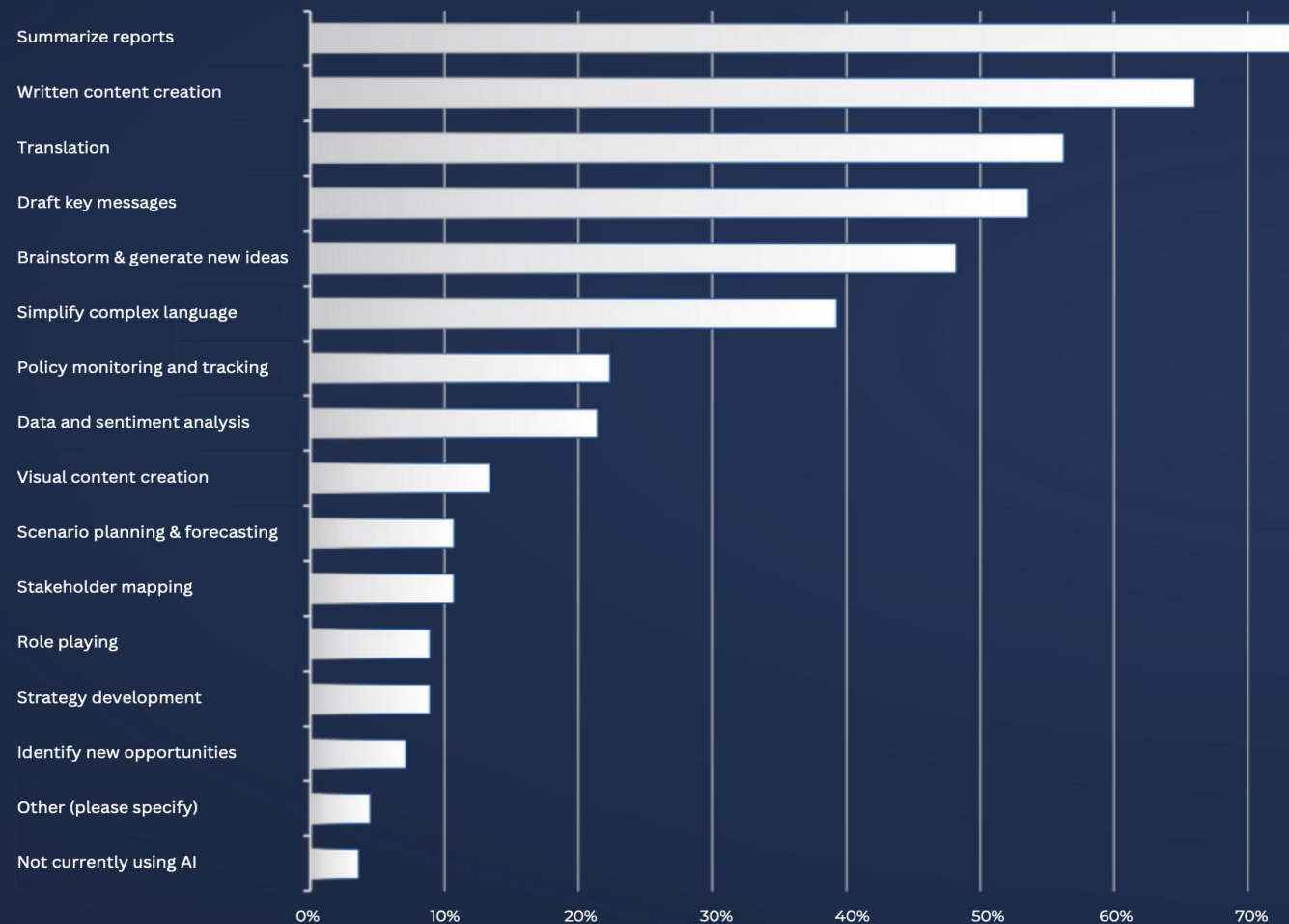
No, but we're currently considering developing one

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

How your peers are using AI (cross-sector, EU)

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



Online advocacy: why it matters

Policy is shaped online

Policymakers, media and influencers live in digital spaces. Conversations taking place there ripple into legislation.

Speed = power

Advocacy can't always wait for the next hearing. Digital lets you react instantly and mobilize at scale.

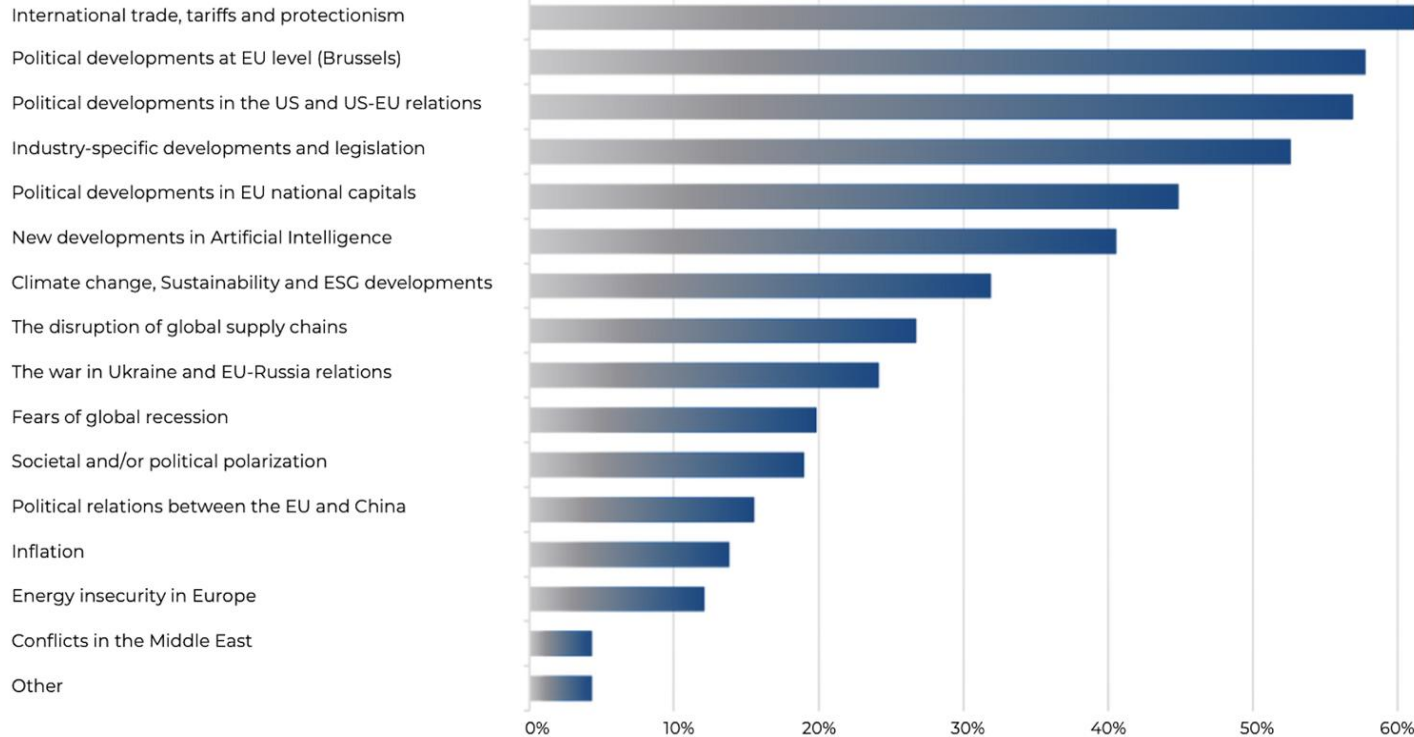
Expanding reach

Digital lowers barriers and connects communities without the cost of traditional campaigning.

Data drives precision

Real-time insights show what content resonates and where to invest resources for maximum impact.

Engagement doesn't happen in a vacuum



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

Which Industries Are Considered Most Untrustworthy

	2024	2023
Pharmaceuticals	43%	37%
Health Insurance	40%	33%
Energy	32%	27%
Banks and Financial Institutions	31%	25%
Technology	30%	24%

Which Industries Need More Government Oversight?

	2024	2023
Pharmaceuticals	40%	37%
Health Insurance	37%	34%
Energy	33%	30%
Tech	31%	31%
Banks and Financial Institutions	29%	28%

Source: Public Affairs Council, Public Affairs Pulse Report, Oct. 2025

QUESTIONS?



LET'S CONNECT!

Inês Reis Basto

Senior Advisor (Europe)
INTERNATIONAL PRACTICE

ireis@pac.org

LinkedIn @inesreisbasto

U.S. OFFICE

2121 K ST. N.W. SUITE 900
WASHINGTON DC 20037

pac@pac.org
+1.202.787.5950

EUROPEAN OFFICE

SQUARE AMBIORIX 7
1000 BRUSSELS

europe@pac.org
+32.476.639.503

