



International Events Calendar 2026

JANUARY

15

EU Policy Insights – What Should Public Affairs Professionals Expect for 2026

Webinar ★👤+

21

Trends for Global Public Affairs

Global Webinar 👤+

FEBRUARY

5

EU Decision-Making Masterclass

Training seminar (virtual)

12

Writing & Storytelling for Advocacy

Workshop +

12

Public Affairs in the European Union

Global Webinar 👤+

MARCH

5

International Membership Orientation

Webinar ★👤+

10

AI for Public Affairs Masterclass: Strategies, Use Cases and Tools for Monitoring, Automation and Impact

Training seminar (hybrid)

12

Measuring & Communicating Internally the Value of Global Public Affairs

Global Workshop +

31

Leveraging and Assessing the Value of Your Trade Association Membership

Workshop +

APRIL

16

Managing Global Risk

Global Workshop +

23

EU Policy Insights – What Should PA Professionals Expect Ahead of the Summer Break

Webinar ★👤+

MAY

12

Managing Global Risk and Geopolitics in European Public Affairs

Webinar 👤+

28

Public Affairs in Africa

Global Workshop +

28

Measuring and Communicating Internally the Value of Public Affairs in Europe

Training seminar (virtual)

JUNE

10

AI for Global Public Affairs

Global Workshop +

24

Brussels Public Affairs Forum

Conference +

25
& 26

Brussels Study Tour

Special event

- ★ Free for all
- 👤 Free for Council Members
- + Free for Members Enrolled in Membership Plus.

Attendance to webinars and roundtables is free for Council members, as is access to webinar recordings.

Event dates and topics may slightly change, for the most up to date information please visit our webpage at pac.org/europe or contact us directly.

For a full list of events organized by our US and European offices, please visit <https://pac.org/events>.

Have questions? Get in touch with us at europe@pac.org



International Events Calendar 2026

JULY

9

Sustainability in EU Public Affairs - Policies, Trends and Best Practice for Global Teams

Webinar  

14

Building & Managing Your Global Reputation

Global Webinar  

15

Using AI to Boost Your Digital Advocacy Campaigns in the EU.

Webinar  

SEPTEMBER

9

EU Policy Insights – What Should PA Professionals Expect for the Remainder of 2026

Webinar   

10

Public Affairs in Latin America

Global Webinar  

17

Strategic Planning for Public Affairs

Training seminar (hybrid)

22

Policy Communication for Public Affairs - From Concept to Implementation

Workshop 

OCTOBER

1

International Membership Orientation

Webinar   

6

Understanding the Essentials of EU Decision-Making

Workshop 

8

Managing Your Global Public Affairs Function
Global Workshop 

15

AI for Public Affairs Masterclass - From Planning to Implementation within Your Organization
Training seminar (hybrid)

NOVEMBER

5

Transparency for EU Public Affairs
Webinar  

17

Public Affairs in Asia
Global Webinar  

19

Advanced Data Analytics for Public Affairs
Training seminar (hybrid)

DECEMBER

3

FutureProof.PA
Conference 

 Free for all
 Free for Council Members
 Free for Members Enrolled in Membership Plus.

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