

October 1, 2026



Public Affairs
Council

INTERNATIONAL MEMBERSHIP ORIENTATION

SPEAKERS



João Sousa

Managing Director
International Practice



Becca Bycott

Vice President,
Strategic Partnerships



Inês Reis

Senior Adviser (Europe)
International Practice

PUBLIC AFFAIRS COUNCIL PROFILE



1954
founded

14 000
individuals

700+
total members

≈ 120
events/year

**WASHINGTON
BRUSSELS**
office locations

**NONPARTISAN
NONPOLITICAL**
politics

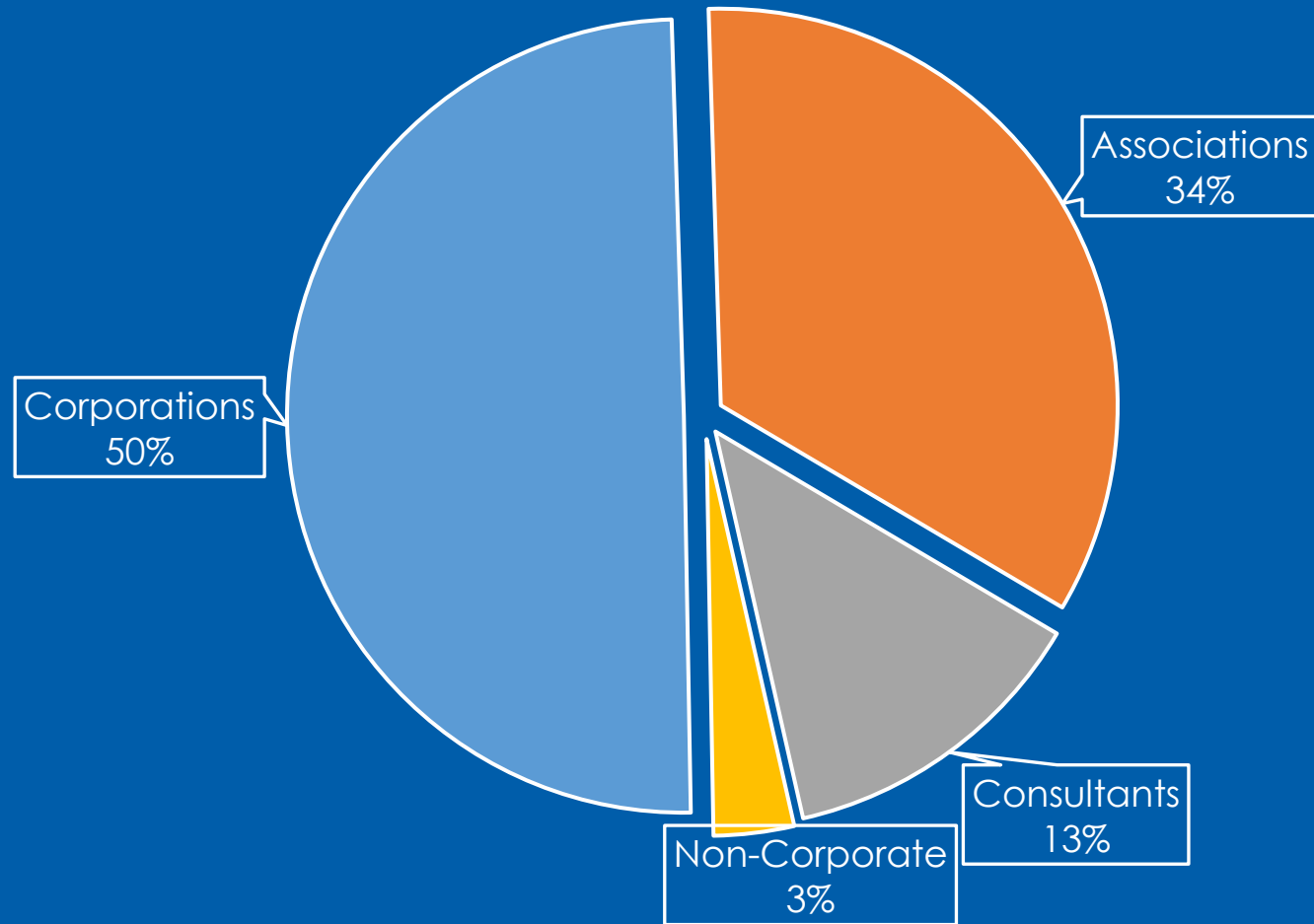
23

total
staff

OUR MISSION

Our mission is to advance the field of public affairs, to bring leaders together and to provide members with the executive education and expertise they need to succeed while maintaining the highest ethical standards.

A Diverse Community



YOU'RE IN GOOD COMPANY



MEMBERSHIP BENEFITS IN EUROPE

▶ EXECUTIVE
EDUCATION

▶ EXPERTISE

▶ COMMUNITY



GLOBAL MEMBERSHIP BENEFITS

EXECUTIVE EDUCATION

HALLMARKS of COUNCIL EVENTS



- Conferences & signature events
- Webinars & roundtables
- Workshops & training seminars
- Customized trainings

- ✓ Peer-to-peer learning
- ✓ Practical advice you can implement immediately
- ✓ Unparalleled networking opportunities
- ✓ Benchmarking opportunities with best in class
- ✓ Resource materials to continue your learning

Workshops, discussions & webinars

STRATEGY & BEST PRACTICES

- Public Affairs Planning – Strategy, Priorities & Objectives
- Mapping and Engaging with EU Stakeholders
- Organizational Development for Public Affairs

POLICY & REGULATORY

- EU Decision-Making Masterclass
- Sustainability Trends and Best Practices for EU Public Affairs Teams
- Advanced Data Analytics

COMMUNICATION & DIGITAL

- Digital Campaigning in the EU
- Policy communication for Public Affairs
- Measuring & Communicating Value Internally

POLITICS & TRENDS

- Geopolitics and EU Public Affairs in a Year of European Elections
- Artificial Intelligence for Public Affairs
- Transparency in European Public Affairs

pac.org/europe for complete list

RECENT & UPCOMING INTERNATIONAL PROGRAMS

- Public Affairs in Latin America (Sep 10)
- Strategic Planning for Public Affairs (Sep 17)
- Policy Communication for Public Affairs (Sep 22)
- Understanding the Essentials of EU Decision-Making (Oct 6)
- Managing Your Global Public Affairs Function (Oct 8)
- Artificial Intelligence for Public Affairs (Oct 15)
- Transparency for EU Public Affairs (Nov 5)
- Public Affairs in Asia – China and India (Nov 17)
- Advanced Data Analytics for Public Affairs (Nov 19)
- FutureProof.PA Transatlantic Summit (Dec 3)
- *And growing our engagement with members in Asia, Latin America and the Middle East*



Annual signature events in Europe

Brussels Public Affairs Forum (June 24)



FutureProof.PA (Dec 3, Brussels & Washington DC)



Brussels Study Tour (June 25 & 26)



pac.org/europe for complete list

Signature Events

Conferences

- Advocacy
- National PAC
- Government Relations
& Policy

Summits

- AI & Tech Summit
- Political Compliance

Other Events

- Spring Executive Meeting
- Public Affairs Institute
- Masterclass Series



The Next D.C. Study Tour: Fall 2027



Washington, D.C. Study Tour



MEMBERSHIP BENEFITS IN EUROPE

EXPERTISE

KNOWLEDGE AREAS

EUROPEAN UNION

How the EU works, trilogues,
comitology

Advocacy in the EU and member
states

POLITICAL DEVELOPMENTS & TRENDS

Transatlantic public affairs

Geopolitical trends

Managing global risk

PUBLIC AFFAIRS MANAGEMENT

PA strategy & management
best practices

Issues management

KPIs, measurement & evaluation

STRATEGIC COMMUNICATION & DIGITAL

Digital & social media advocacy

Communication planning
and implementation

Policy communications

STAKEHOLDERS, NGOs, EMERGING TOPICS

Transparency

Sustainability trends and DEI

Artificial Intelligence (AI) for
Public Affairs

QUESTIONS WE CAN ANSWER

How can we deploy **AI tools** in PA, how can we use them as a team, and how to measure impact?

How can I create and implement a **Europe-wide public affairs plan**?

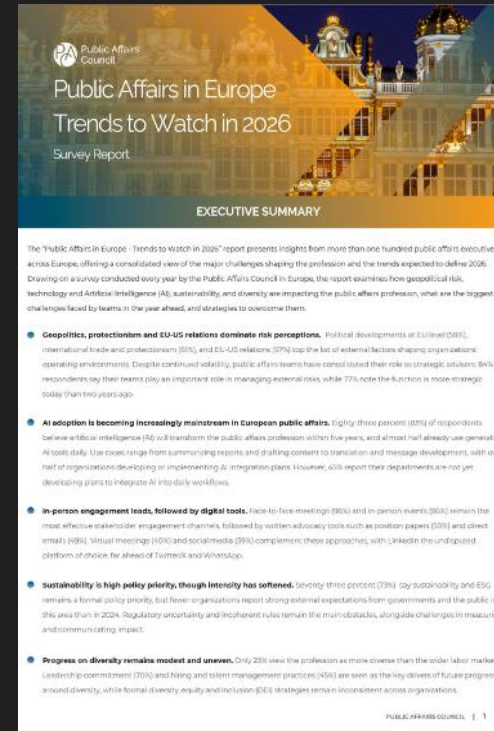
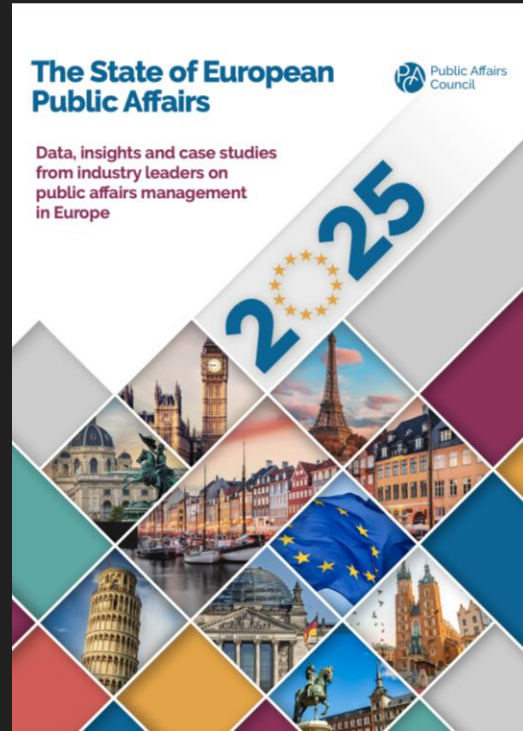
Can you suggest best practices in **managing remote teams** and coordinating their work?

What are some **public affairs best practices** in the U.S. / Europe / Asia / LatAm / Africa?

Can you recommend **public affairs consultancies** in a certain country?

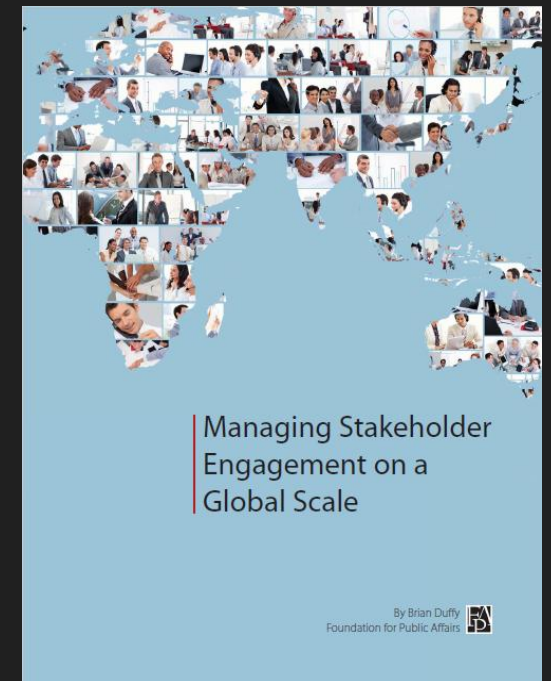
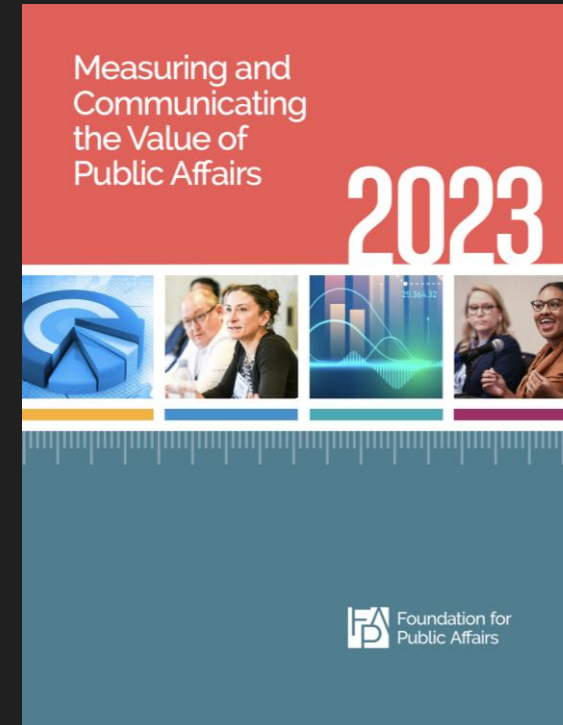
Can you recommend **speakers** in Brussels / Paris / Geneva / Singapore or other global capital?

How can I **measure and effectively report** on our public affairs efforts?



RESEARCH, SURVEYS & RESOURCES IN EUROPE

See pac.org/europe for complete list



GLOBAL BENCHMARKING & REPORTS

See pac.org/europe for complete list

A top-down photograph of many hands of various skin tones stacked together in a circular pattern on a grassy surface. A solid blue square is located in the top-left corner of the image.

MEMBERSHIP BENEFITS IN EUROPE

COMMUNITY

COMMUNITY ENGAGEMENT OPPORTUNITIES

40+ international programs, including 25 Europe-focused events plus customized trainings attended by almost 2,000 of your peers every year

More than 200 member organizations, based (or with offices) in Europe, with whom you can connect

12 free annual workshops with Europe Premium, in-person roundtables, conferences and special programs in Brussels

And more...



COUNCIL CONNECT & INTERNATIONAL PROFESSIONAL COMMUNITIES



GOVERNMENT RELATIONS

POLITICAL INVOLVEMENT

INTERNATIONAL

Contact Information

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