

7th European Digital Advocacy Summit

presented by the Public Affairs Council

9 & 10 December 2020

online conference

#EUDAS20

Sponsorship information



ABOUT THE SUMMIT

Building on the success of previous years, the 2020 European Digital Advocacy Summit will take place on 9 & 10 December. This year we move fully online and will welcome speakers and participants from all over the world, for a truly global conversation.

This virtual summit will give public affairs and communication professionals the opportunity to hear about innovative approaches to digital advocacy, upcoming challenges and opportunities, and successful case studies — from Europe and beyond.

Join us to hear from your peers online using interactive digital tools and gain fresh insights into topics such as:

- The decade of digital — New trends in a new landscape
- Digital advocacy in exceptional times — What did we learn from the lockdown?
- Going digital = Going green? How to promote sustainability through digital advocacy
- Best practices in using digital tools to build reputation and public trust
- Views from across the Atlantic — Trends, campaigns and tactics
- Building diverse and inclusive teams and campaigns

AUDIENCE

The 2020 summit will be fully virtual, and we expect more than 150 European and international professionals working in public affairs, digital advocacy and communication to attend. Participants in previous editions included employees from these organizations:

Cefic Danfoss Bayer Reuters Tetrapak Unilever European Parliament European Commission DigitalEurope European Youth Forum Hewlett Packard CEFIC	Toy Industries of Europe Imperial Brands Chevron Corporation Confederation of British Industry Exxon Mobil Nouryon Pfizer Inc. Samsung ECFR European Crop Protection Association Microsoft	FoodDrinkEurope IKEA JTI Johnson & Johnson AmCham EU McDonald's Corporation Oxfam International Council of Europe Veolia World Wildlife Fund LinkedIn Lego
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Sample titles of past years' attendees include:

Director of European Markets | Director Government Affairs | Head of Digital |
EU Policy Manager | Senior Digital Strategist | Secretary General | Communication Manager

SPONSORSHIP BENEFITS

Sponsoring the Public Affairs Council's European Digital Advocacy Summit is an excellent way to be part of a widely recognized forum on digital public affairs, and position your organization as a thought-leader. Through the different sponsorship opportunities available, you will be visible to public affairs and industry decision-makers, as well as EU officials.

This year, we expect more than 150 government, advocacy and communications professionals will participate as speakers and attendees. Join industry leaders in a global conversation about cutting-edge digital communication and innovative approaches to public affairs.

Joining EUDAS as a sponsor allows you to promote and showcase your products and services to key industry decision-makers in Europe and beyond. Your name and brand are present in marketing materials, as well as in the virtual platform during the event itself, giving you repeated exposure to the community.

SPONSORSHIP OPTIONS

Benefit	Champion sponsor	Premium sponsor
Your organization featured on the event virtual platform and during breaks	✓	✓
You may add one item of promotional material to the conference handouts	✓	✓
Your logo featured on the event webpage	✓	✓
Your organization featured in the conference handout	✓ Half page	✓ Full page
2-minute speaking slot before a session (pre-recorded)	✗	✓ (limited slots available)
Entrance tickets to the conference	2	4
Your logo displayed on all marketing emails and event reminders	✗	✓
Price	€950	€1800

WE VALUE YOU

We appreciate what you offer to the community and to our event, and we're dedicated to helping you get the most out of this opportunity. We will be happy to consider additional ideas for branded opportunities. Please contact us with your suggestions.

Sponsorship Registration
 European Digital Advocacy Summit
 9-10 December 2020 online
 Submit to: Steve Cuthbert | europa@pac.org