

8th European Digital Advocacy Summit

presented by the Public Affairs Council

hybrid conference | #EUDAS21 | 1, 2 & 3 December 2021

Sponsorship information



ABOUT THE SUMMIT

Building on the success of previous years, the 2021 European Digital Advocacy Summit will take place on 1-3 December in Brussels in a hybrid format — two days of virtual panel discussions followed by a third-day of workshops and skill-building sessions (face-to-face in our Brussels office as well as live streamed).

This hybrid summit will give public affairs and communication professionals the opportunity to exchange cutting-edge approaches in digital advocacy, discuss the tools and tactics that can work best for your team, and learn from peers and experts through successful case studies — from Europe, the US and beyond. You will also be able to network with 120+ of your peers attending the event — online through our interactive platform as well as face-to-face on the third day of the event, taking place in our Brussels office (COVID19 restrictions permitting).

Join us on December 1-3 to gain new insights into topics and questions such as:

- What have we learned about digital engagement after two years of COVID19 restrictions?

- Best tools and tactics to engage with EU policy-makers
- Winning digital campaigns and best practices from the European capitals and the United States
- Digital storytelling, and how to use data in an engaging and persuasive way
- How to organize and run successful hybrid and virtual events?
- Listening, and understanding your advocacy environment — how can digital tools help?

AUDIENCE

The 2021 summit will take place in a hybrid format, and we expect more than 150 European and international professionals working in public affairs, digital advocacy, and communication to attend the virtual panel discussions and skill-building workshops that will take place on the third day of the event. Participants in previous editions included employees from these organizations:

Danfoss	Toy Industries of Europe	FoodDrinkEurope
Bayer	Imperial Brands	IKEA
Tetrapak	Chevron Corporation	Johnson & Johnson
Unilever	Confederation of British Industry	AmCham EU
European Parliament	Exxon Mobil	McDonald's Corporation
European Commission	Pfizer Inc.	Oxfam International
DigitalEurope	Samsung	Council of Europe
European Youth Forum	ECFR	World Wildlife Fund
Hewlett Packard	Microsoft	LinkedIn
CEFIC	Veolia	Lego

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 various sponsorship opportunities available, you will be visible to public affairs and industry decision-makers, as well as EU officials.

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	Supporter	Champion	Premium
Your organization featured on the event virtual platform and during breaks	✓	✓	✓
Your sponsor's booth on the event virtual platform	✓	✓	✓
You may display one piece of branding at the face-to-face workshops on day 3 (COVID19 restrictions permitting)	✗	✗	✓
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 (digital format)	✗	✓ Half page	✓ Full page
2-minute speaking slot before a session (pre-recorded or live)	✗	✗	✓ (limited slots available)
Free conference registrations (including workshops on day 3)	1	2	4
Your logo displayed on all marketing emails and event reminders	✗	✗	✓
Price	€650	€950	€1600

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 from this opportunity. We will be happy to consider additional ideas for branding opportunities. Please contact us with your suggestions.

Sponsorship Registration
 European Digital Advocacy Summit
 1, 2 & 3 December 2021
 Submit to: Joao Sousa | europa@pac.org

