

# European Digital Advocacy Summit 2014

19 June | Brussels

[pac.org/DigitalSummit](http://pac.org/DigitalSummit)

## FEATURED SPEAKERS:



**Robert Madelin**  
Director General  
*European Commission*  
*DG CONNECT*



**Brie Rodgers Lowery**  
Country Director, UK  
*Change.org*




**Bruno Waterfield**  
Brussels Correspondent  
*The Telegraph*



**Miruna Cugler**  
Social Media Officer  
*European Commission*  
*DG SANCO*



**Gergely Polner**  
Head of EU Affairs  
*British Banker's Association*



Digital advocacy is assuming an increasingly important role in Brussels.

Learn from EU officials, who will share their perspectives on social media advocacy, as well as from public affairs practitioners, who will share case studies, insights and best practices.

This executive-level conference is the first of its kind in Europe and is designed for interactive engagement between participants and presenters.

### TOPICS INCLUDE:

- Where to start with your online efforts
- Tracking conversations & finding influencers
- Social media in EU affairs
- Legal considerations
- Measuring your impact

Register at [pac.org/DigitalSummit](http://pac.org/DigitalSummit)

Please note that the number of seats is limited to 80.

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