

JUNE 25, 2020



Public Affairs
Council

Webinar:

EUROPEAN MEMBERSHIP ORIENTATION

YOUR HOSTS



CARYN SELIGMAN

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Membership Team



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Senior Manager
European Office



TODAY'S AGENDA



INTRODUCTION

who we are



RESOURCES & SERVICES

expertise education community



HOW TO GET INVOLVED

PUBLIC AFFAIRS COUNCIL PROFILE



1954
founded

10 000
individuals

700
total members

≈ **150**
events/year

**WASHINGTON
BRUSSELS**

office locations

**NONPARTISAN
NONPOLITICAL**

politics

23

total
staff

YOU'RE
IN
GOOD
COMPANY



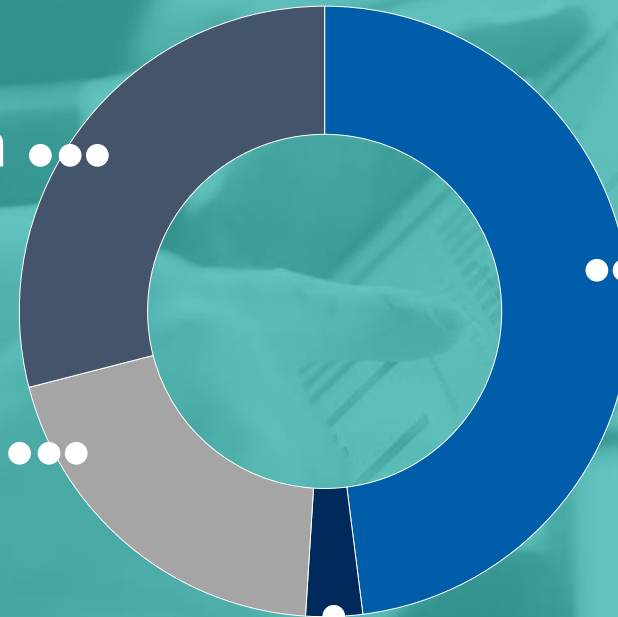
A DIVERSE COMMUNITY

Association ...
29%

Consultant ...
20%

Non Corporate ...
3%

Corporations
48%



OUR MISSION

To advance the field of public affairs & provide tools and resources that enable public affairs executives and managers to achieve their business and professional goals.

MEMBERSHIP BENEFITS IN EUROPE



EXPERTISE



**EXECUTIVE
EDUCATION**



COMMUNITY



**MEMBERSHIP
BENEFITS
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EXPERTISE

KNOWLEDGE AREAS

EUROPEAN UNION

How the EU works, Trilogues,
Comitology

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POLITICAL DEVELOPMENTS & TRENDS

Advocacy at the EU and member
state level, Brexit

Transatlantic public affairs

The impact of COVID19 on PA
management & practice

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PUBLIC AFFAIRS MANAGEMENT

PA strategy & management
best practices

Legal ethics compliance

Issues management

KPIs, measurement & evaluation

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STRATEGIC COMMUNICATION & DIGITAL

Digital & social media advocacy

Strategic communications
for public affairs

Communicating science

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STAKEHOLDERS, NGOs, EMERGING TOPICS

Transparency register,
social trends

Women in public affairs,
AI/blockchain/sustainability

QUESTIONS WE CAN ANSWER

How can we optimize the use and benefits of **digital tools** in PA?

How can we use **visual storytelling** for advocacy?

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

What are best practices for **public affairs campaigning** in Europe & the U.S.?

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

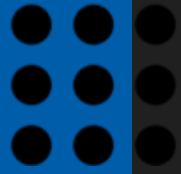
Can you recommend **speakers** in Brussels or other European countries?

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



WE'RE AVAILABLE AS GUEST SPEAKERS FOR YOUR MEETINGS

- Corporate public affairs **best practices**
- Effectively using **social media** for public affairs
- Public affairs and **corporate citizenship**:
Finding common ground
- **Mapping** issues and stakeholders
- **Strategic planning** for public affairs teams
Key trends in European public affairs
- Managing **political risk** through communication and
public affairs



Opening Doors in Brussels

Managing Government Affairs in the EU

10 Things to Remember When WORKING WITH EU COMMISSION STAFF

- 1. COMPLIANCE**
EU staff value and insist on complying with financial, ethical, and other laws and guidelines. These are shared across all units, and they treat EU staff fairly. Regularly report to your superior, even when they personally would wish for you to be lenient.
- 2. HIERARCHY**
Be mindful that the multiple layers of hierarchy in the COM can mean a long report to senior officers of your work.
Appoint: The Commission does not have all the responsibilities in which various managers / department heads take part, and it may be that you are not the best person for the job. Do not expect a senior officer for liaison involving significant budget implications, or inter-departmental discussions, or urgent issues to report.
- 3. UNEQUAL PARTNERSHIP**
You are an external stakeholder when speaking to the COM. Be respectful, and that those who are not are not expected to be your partners.
- 4. DIVERSITY**
EU staff come from 28 countries (and other EU or non-EU countries), and their cultural backgrounds have a major impact on their attitudes, communication styles, and expectations. Do not assume that you will have an easy time building a relationship with them. This Culture Map can help.
- 5. MOTIVATION**
In the kick-off meeting, try to understand the core motivations of your COM colleagues, and attempt to speak to them where they are. Be open to their perspectives and ideas. This will lead to a better understanding of your advocacy goals.
- 6. MINIMIZING RISK**
EU staff place great emphasis on low-risk solutions. Be realistic about what you can achieve, and be open to compromise. Do not over-promise on things you may not be able to deliver. Be honest about your capabilities, and do not over-promise on things you may not be able to deliver.
- 7. VISIBILITY**
While you naturally aspire to a prominent position for your good work, be realistic as to what your COM colleagues can achieve for you. They are not your COM colleagues, and you are not their COM colleagues. They are not your COM colleagues, and you are not their COM colleagues. They are not your COM colleagues, and you are not their COM colleagues.
- 8. TRANSPARENCY**
Be open and honest about your intentions, including your funding sources. Be open and honest about your intentions, including your funding sources. Be open and honest about your intentions, including your funding sources.
- 9. LEGITIMACY**
The COM is struggling with a legitimacy crisis among a number of its stakeholders. It's trying hard to do the 'right thing' and 'be more present' but it's not doing it well. This means that your advocacy may not be heard as easily as you would like. This means that your advocacy may not be heard as easily as you would like.
- 10. MESSAGING**
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How EU LOBBYING works

EU PUBLIC AFFAIRS BY THE NUMBERS

EU OFFICIALS	STAKEHOLDERS
23 Commission departments	7282 Registrants on the EU Lobby Register
33,638 EU employees	12,828 Stakeholders registered on the EU Lobby Register
37,000 EU employees	1,800 Ministers from the 28 EU Member States
2,000 EU employees	3,419 Stakeholders registered on the EU Lobby Register
751 EU employees	1,022 Stakeholders registered on the EU Lobby Register
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TAPPING INTO THE POWER OF DIGITAL ADVOCACY

A Pop Survey by the Public Affairs Council's European Office

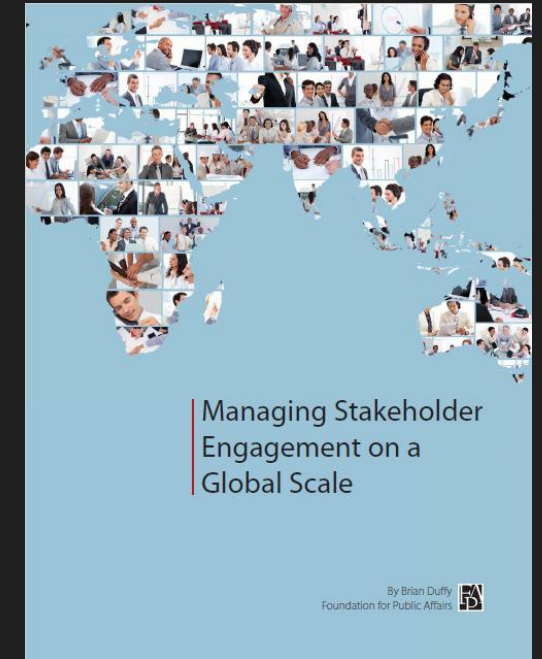
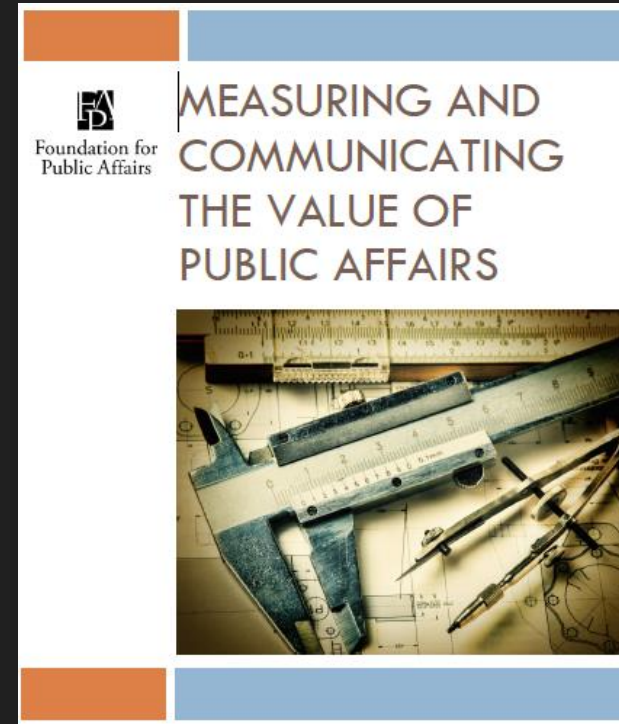
The Public Affairs Council's European office conducted a pop survey to identify key trends on digital advocacy in Europe. The responses collected from more than 40 participating organisations suggest that there is broad awareness of the potential influence and impact of digital advocacy, and organisations are increasing their investment in this field. Shortcomings? Measuring impact and strategic planning are still underdeveloped.

KEY TAKEAWAYS

- 01. Increased investment in digital advocacy:** Organisations are aware of the importance and impact of digital advocacy and are investing accordingly: 73% of participating organisations reported an increase in investment, primarily by hiring more expertise and promoting online content.
- 02. Predominance of the ad-hoc approach:** Despite the importance of digital advocacy, our survey suggests that most organisations are still taking an ad-hoc approach, with only half planning advocacy campaigns and less than half having a digital advocacy strategy in place.
- 03. How to measure?** Although measurement of digital advocacy efforts remains focused on quantitative indicators, the majority of organisations say their recent activities have been moderately or very successful.
- 04. Senior leadership support:** In every 4 participating organisations report that senior leadership is either moderately or very supportive of digital advocacy efforts.

RESEARCH, SURVEYS & RESOURCES IN EUROPE

See pac.org/europe for complete list



GLOBAL BENCHMARKING & REPORTS

See pac.org/europe for complete list

Social Concerns of Concern to Business



Last May, the American Counseling Association (ACA) decided to move its 2017 convention from Nashville to San Francisco. The move was to protest Tennessee's "therapist bill" allowing counselors to refuse to help gay, lesbian and transgender clients.

Even now, more than eight months later, the 56,000-member organization's top executives receive words of encouragement from other executives. "They still come up to me at conferences to tell me they support what we've done," says Richard Yep, ACA's executive director and CEO.

This decision cost ACA \$750,000, "so it wasn't an easy one to make," Yep says. "Some members wanted to keep the convention in Nashville but do something else to show opposition — hold a rally, for example. But the board as a whole decided to take a costly decision, which overwhelmingly reflected ACA's membership's conviction."

IMPACT

March 2020

COVID-19 Update

The Public Affairs Council will continue to provide members with high-quality services. Council President Doug Pinkham shares how to access the latest information and new ideas online.



Outstanding PAC Award Winners Drive Success

These PAC pros have embraced new tech solutions and the power of peer networks to reach their goals. Learn more about the winning PACs.



States, Localities Take On Sexual Harassment

- Sign Up To Receive Impact
- Upcoming Events and Education
- Who's Who... Where
- New Members
- Recent PPA Supporters
- Find a Job

Read our statement on COVID-19



Maximize Your...

Data Crunch: Facebook, Google or Twitter?

Facebook Bests Google ... in Public Affairs Advertising



According to a recent Council survey on digital advertising for public affairs, Google is still the top digital ad platform overall, but Facebook is the preferred tool for digital public affairs advertising. Facebook is seen as especially useful for associations wanting to engage key audiences that scroll endlessly through their news feeds.

Here's what the survey tells us. In the past 12 months, survey respondents have purchased:

facebook	Facebook advertising or promoted posts:	86%
twitter	Twitter advertising:	66%

Working Through COVID-19 Together

Access information, expertise, virtual programming and more.



NEWS & ANALYSIS

See pac.org/europe for complete list



HOW TO ACCESS EXPERTISE

Contact staff experts

Customized responses to your questions

Sample documents from our virtual resource library

Visit www.pac.org/europe

Contact us at europe@pac.org

Download "Expertise" materials from pac.org

whitepapers, tip sheets, news articles etc.



**MEMBERSHIP
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HALLMARKS of COUNCIL EVENTS

- Peer-to-peer learning
- Unparalleled networking opportunities
- Practical advice you can implement immediately
- Benchmarking opportunities with best in class
- Resource materials to continue your learning
- Best in-class speakers
- Free webinars for members

SIGNATURE EVENTS IN EUROPE



European Digital Advocacy Summit

November 2020, Brussels

pac.org/europe



Brussel Public Affairs Forum

May 2021, Brussels

pac.org/europe





RECENT ACTIVITIES

EUROPEAN PUBLIC AFFAIRS

- Public Affairs for Turbulent Times: Preparing Strategy & Communication for New Normal
- European Public Affairs During Lockdown – Six Perspectives
- Building a Successful EU lobbying campaign: Step by Step

pac.org/upcoming for complete list



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COMMUNICATION & REPUTATION

- Digital Communication in Action – Tips for the bad (and the good) times
- Measuring & Improving Corporate Reputation in an Age of Mistrust
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POLICY & REGULATORY

- The New UK-EU relationship after Brexit and COVID-19
- EU Masterclass Online: Influencing EU Decision-Making

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DEVELOPMENT & SKILL-BUILDING

- Online Workshop: Mastering Virtual Presentations and Webinars
- Career Development and Networking After COVID-19 – What PA professionals should know

pac.org/upcoming for complete list



CUSTOMISED TRAINING

- How to lobby the EU — in general and from your industry's perspective
- The use of social media for advocacy
- Measuring the value of public affairs
- Advocacy at the EU and member state level
- Best practices across all areas of public affairs, including procedures and comitology
- Thought leadership and content creation through public affairs
- Strategic communication for public affairs



US-BASED SIGNATURE EVENTS

- **NATIONAL PAC CONFERENCE**
March 1-4, 2020 Miami, Fla.
- **SPRING EXECUTIVE MEETING**
April 21-22, 2020 (virtual)
- **DIGITAL MEDIA & ADVOCACY SUMMIT**
August 18, 2020 (virtual)
- **STATE AND LOCAL GOVERNMENT RELATIONS**
September 21-23, 2020 (virtual)
- **THE ADVOCACY CONFERENCE**
February 1-4, 2021 Fort Lauderdale, Fla.
- **PUBLIC AFFAIRS INSTITUTE**
May 2021 Laguna Beach, Calif.



**MEMBERSHIP
BENEFITS
IN EUROPE**

COMMUNITY

NETWORKING OPPORTUNITIES

More than 50 European events & trainings attended by 1,500+
of your peers per year

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

European Advisory Group

And more to come in September 2020

PROFESSIONAL NETWORKS

- POLITICAL INVOLVEMENT
- INTERNATIONAL NETWORK
- SOCIAL RESPONSIBILITY
- ASSOCIATION
- EMERGING LEADERS

BOARD of DIRECTORS



EUROPEAN MEMBERSHIP ORIENTATION



FOLLOW US
ON SOCIAL MEDIA

@PACouncil





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Public Affairs Council

MANAGE YOUR WORLD



Public Affairs Council