



Public Affairs Council

EUROPEAN MEMBERSHIP ORIENTATION

WEBINAR
OCTOBER 22, 2019

YOUR HOSTS



CARYN SELIGMAN

Senior Director

Membership Team



ANDRAS BANETH

Managing Director

European Office



JOÃO SOUSA

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

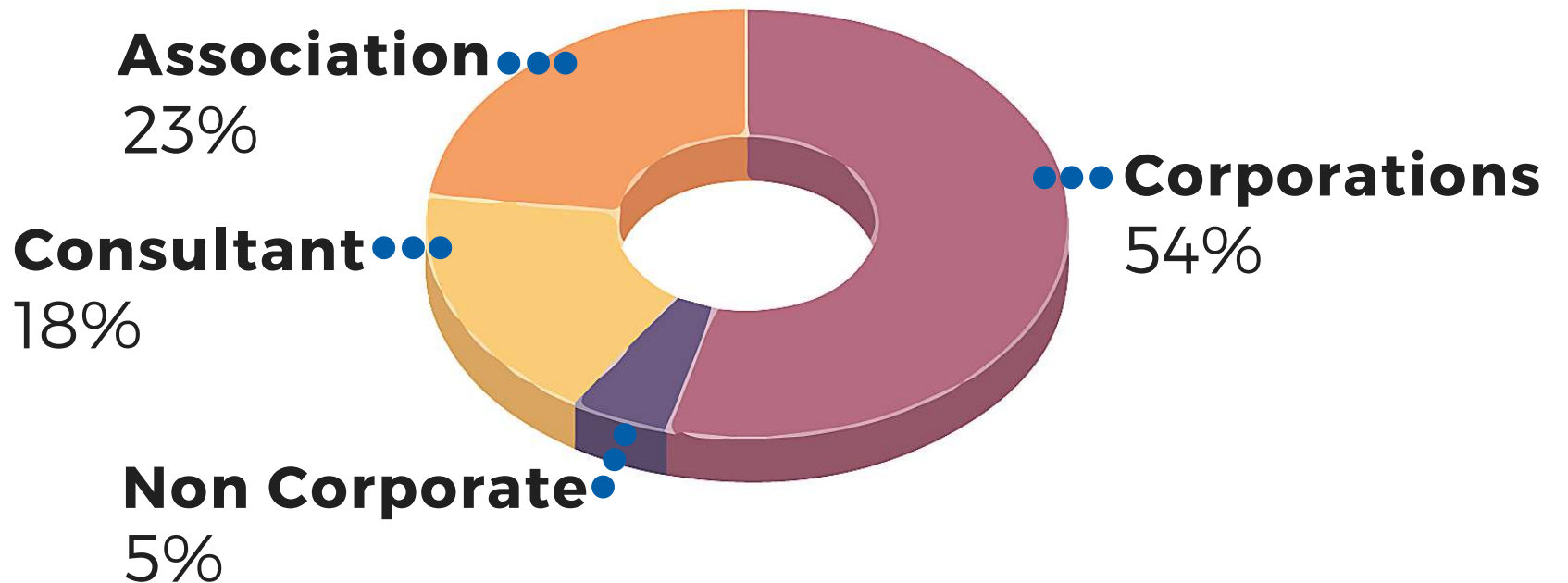


TOYOTA



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK

A DIVERSE COMMUNITY



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 IN EUROPE

EXPERTISE

KNOWLEDGE AREAS

EUROPEAN
UNION

How the EU works,
Trialogues, Comitology

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POLITICAL DEVELOPMENTS & TRENDS

Advocacy at the EU and
member state level, Brexit

Transatlantic Relations, Public
Affairs in Canada Middle East,
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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
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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?

What are best practices for **public affairs campaigning** in Europe & US?

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

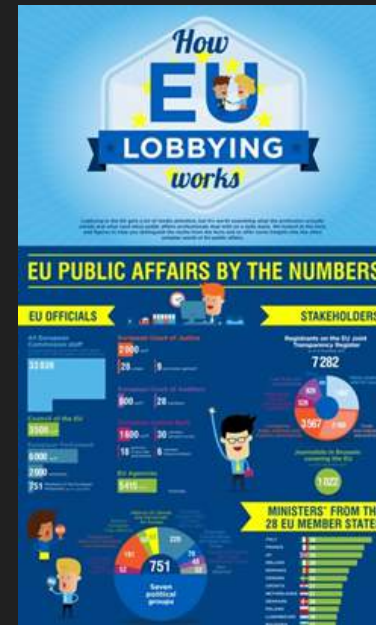
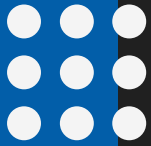
Can you recommend **speakers** in Brussels or other European countries?

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



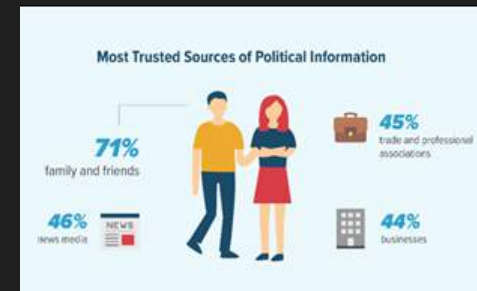
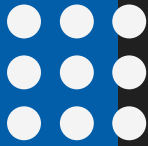
WE'RE AVAILABLE AS GUEST SPEAKERS FOR YOUR MEETINGS

- 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 a Public Affairs Team & **key trends** in European Public Affairs
- Managing **political risk** through communication and public affairs



RESEARCH & SURVEYS IN EUROPE

pac.org/europe for complete list



GLOBAL BECHMARKING & REPORTS

pac.org/publications 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" material from pac.org

whitepapers, tip sheets, news articles etc.



MEMBERSHIP BENEFITS IN EUROPE



EXECUTIVE EDUCATION

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

SIGNATURE EVENTS IN EUROPE



Brussels Public Affairs Forum

May 2019, Brussels

Save the date for May 2020!

pac.org/events



European Digital Advocacy Summit

December 3, 2019, Brussels

pac.org/event/eur/eudas2019



RECENT & UPCOMING ACTIVITIES

EUROPEAN PUBLIC AFFAIRS

- Political Risk Management in the US and Europe
- Measuring PA as a Trade Association in Brussels

pac.org/events for complete list

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POLICY & REGULATORY

- Brexit – What PA Professionals Should Expect Before and After October 31
- Engaging (Ethically and Effectively) With the New EU Institutions

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COMMUNICATION & REPUTATION

- Digital Crisis Management
- Measuring & Improving Corporate Reputation
- European Digital Advocacy Summit

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WORKSHOPS & SKILL-BUILDING

- Meeting & Persuading EU Decision-Makers
- Skills & Competences of a Successful Lobbyist
- EU Masterclass: Influencing EU Decision-Making

pac.org/events for complete list



CUSTOMISED TRAININGS



- How to lobby the EU – in general and from your industry's perspective;
- The use of social media for advocacy
- Measuring public affairs' value;
- 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

- **PUBLIC AFFAIRS INSTITUTE**
January 6-9, 2020 Laguna Beach, Calif.
- **THE ADVOCACY CONFERENCE**
February 3-6, 2020 Las Vegas, NV
- **NATIONAL PAC CONFERENCE**
March 1-4, 2020 Miami, Fla.
- **SPRING EXECUTIVE MEETING**
April 2020 Washington, D.C.
- **DIGITAL MEDIA & ADVOCACY SUMMIT**
June 14, 2019 Washington, D.C.
- **STATE AND LOCAL GOVERNMENT RELATIONS**
September 25-27, 2019 Alexandria, Va.



20+ FREE WEBINARS (and RECORDINGS) for MEMBERS

Visual Storytelling for Education and Persuasion

Networking for Emerging Leaders

Building and Leveraging PAC Charitable Match

Developing a Next Generation Grassroots Program

Public Affairs in Asia

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 2020

PROFESSIONAL NETWORKS

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

BOARD of DIRECTORS



Public Affairs Council



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@PACouncil





Public Affairs Council

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MANAGE YOUR WORLD





Public Affairs Council