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
YOU'RE IN GOOD COMPANY
A DIVERSE COMMUNITY

- Corporations: 54%
- Consultant: 18%
- Association: 23%
- Non Corporate: 5%
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
EUROPEAN UNION

How the EU works, Trialogues, Comitology
KNOWLEDGE AREAS

EUROPEAN UNION
How the EU works, Trialogues, Comitology

POLITICAL DEVELOPMENTS & TRENDS
Advocacy at the EU and member state level, Brexit
Transatlantic Relations, Public Affairs in Canada Middle East, Asia-Pacific
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PUBLIC AFFAIRS MANAGEMENT
PA strategy & management best practices
Legal ethics compliance
Issues management
KPIs, measurement & evaluation
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- How the EU works, Trialogues, Comitology

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**PUBLIC AFFAIRS MANAGEMENT**
- PA strategy & management best practices
- Legal ethics compliance
- Issues management
- KPIs, measurement & evaluation

**STRATEGIC COMMUNICATION & DIGITAL**
- Digital & social media advocacy
- Strategic communications for PA
- Communicating science
**Knowledge Areas**

**Public Affairs Management**
- PA strategy & management best practices
- Legal ethics compliance
- Issues management
- KPIs, measurement & evaluation

**European Union**
- How the EU works, Trialogues, Comitology

**Strategic Communication & Digital**
- Digital & social media advocacy
- Strategic communications for PA
- Communicating science

**Political Developments & Trends**
- Advocacy at the EU and member state level, Brexit
- Transatlantic Relations, Public Affairs in Canada Middle East, Asia-Pacific

**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.
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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- Measuring & Improving Corporate Reputation
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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
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
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
CONTACT US

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MANAGE YOUR WORLD