These survey results offer insights into what your peers’ public affairs management strategies are in light of this year’s EU institutional changes and Brexit.

1- Have you or your clients drafted a strategic plan in preparation for the upcoming elections and EU leadership changes?

2- Have you or your clients organised a public affairs campaign to reach out to current or future EU officials?

81% of PA professionals have drafted plans.

3 out of four PA professionals have already organised public affairs campaigns.

Key takeaway: Our survey suggests that most European public affairs professionals have planned in advance for this year’s EU leadership changes and have been reaching out to current or future EU officials through planned campaigns.

1- What are your plans for the coming 6 months regarding the hiring of staff, interns and consultants working in public policy or public affairs?

56% of PA professionals will not be looking at hiring staff, interns, or consultants.

31% of respondents said they would be looking to hire.

Of those who had invested in hiring new human resources, the amounts invested were generally less than €10k.

2- Are you planning to expand your geographical presence in Europe through alliances or extra staff and consultants in the coming 6 months?

78% of PA professionals surveyed said they would not be looking to expand.

3- Have you recently subscribed to media and/or policy monitoring services or plan to subscribe to such services in the next 6 months?

58% of professionals surveyed say they have not been looking to expand.

4- Have you recently invested in ways to become more visible on social media?

72% of respondents said they had not invested in improving visibility on social media.

13% of respondents said they would consider investing in social media.

The ROI expected from investment in human resources and campaigns is mostly qualitative:

- PA professionals expect to build internal awareness of how the EU works
- Achieve external recognition
- Map new EU stakeholders
- Obtain early involvement in decisions or achieve a smooth transition into the new EU leadership

1- What ROI or outcome are you expecting from your investment in staffing, consulting, campaigns, lobbying, social media, or any other means to enhance your presence in the EU?

Key takeaway: Our survey suggests that most European public affairs professionals are not spending beyond their regular budgets nor investing significantly in additional resources (namely new staff or social media tools) in preparation for the EU changeover.

IN THE CONTEXT OF THE CURRENT EU CHANGEOVER

Methodology: These results have been collected through the responses of 36 Europe-based participant organizations to an online survey conducted between the 7th and 23rd of May 2019.

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