



Public Affairs  
Council

Webinar:

**EUROPEAN MEMBERSHIP ORIENTATION**

# YOUR HOSTS

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## CARYN SELIGMAN

Senior Director  
Membership Team



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# TODAY'S AGENDA

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## INTRODUCTION

who we are



## RESOURCES & SERVICES

expertise   education   community



## HOW TO GET INVOLVED

# PUBLIC AFFAIRS COUNCIL PROFILE

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**1954**  
founded

**10 000**  
individuals

**700**  
total members

≈ **150**  
events/year

**WASHINGTON  
BRUSSELS**  
office locations

**NONPARTISAN  
NONPOLITICAL**  
politics

**23** total  
staff

EUROPEAN MEMBERSHIP ORIENTATION



YOU'RE  
IN  
GOOD  
COMPANY

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# A DIVERSE COMMUNITY

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**Association** ●●●  
29%

**Consultant** ●●●  
20%

**Non Corporate** ●●●  
3%

●●● **Corporations**  
48%



# OUR MISSION

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**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

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- ▶ EXPERTISE
- ▶ EXECUTIVE  
EDUCATION
- ▶ COMMUNITY





# MEMBERSHIP BENEFITS IN EUROPE



# EXPERTISE

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# KNOWLEDGE AREAS

## EUROPEAN UNION

How the EU works, trilogues,  
comitology

## POLITICAL DEVELOPMENTS & TRENDS

Advocacy at the EU and member  
state level, Brexit

Transatlantic public affairs

The impact of COVID19 on PA  
management & practice

## 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 public affairs

Communicating science

## STAKEHOLDERS, NGOs, EMERGING TOPICS

Transparency register,  
social trends

Women in public affairs,  
AI/blockchain/sustainability



# QUESTIONS WE CAN ANSWER

EUROPEAN MEMBERSHIP ORIENTATION

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?





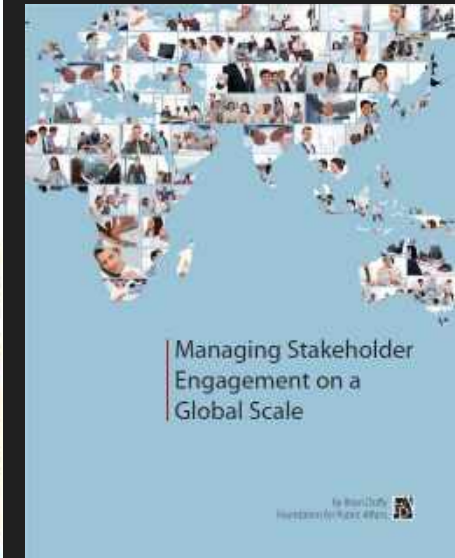
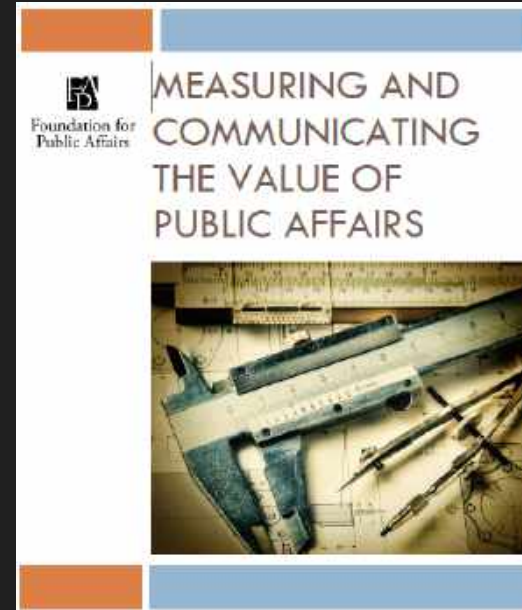
# WE'RE AVAILABLE AS GUEST SPEAKERS FOR YOUR MEETINGS

- 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



# RESEARCH, SURVEYS & RESOURCES IN EUROPE

See [pac.org/europe](http://pac.org/europe) for complete list



# GLOBAL BENCHMARKING & REPORTS

See [pac.org/europe](http://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.

Ever now, more than eight months later, the 56,000-member organization's top executives are words of encouragement from other associations. "They still come out to me conferences to believe they support what we've done," says Richard Yoo, ACA's vice director and CEO.

The decision cost ACA \$750,000. "It's not about money," says Yoo. "ACA members wanted to keep the convention in Nashville for 40 years. The board decided to take a stand — and a risk, for example. But the board as a whole decided to take a socially conscious, and I would say, highly reflective ACA's membership's concerns."

## IMPACT

March 2020

**COVID-19 Update**  
The Public Affairs Council will continue to provide guidance with a focus on transparency. COVID-19 President Policy Platform remains how to navigate the current situation and the future.

**Outstanding PAC Award Winners Drive Success**  
These PAC pros have achieved remarkable success and the award of peer-reviewed to award their peers. Learn more about the winning PACs.

**States, Localities Take On Sexual Harassment**

**Read our statement on COVID-19**

**Maximize Your Impact**

## 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, Facebook is the top digital ad platform, followed by Google in the public affairs space. Facebook is seen as more useful for one-to-one messaging to engage key stakeholders that social adverts through less direct means.

Facebook advertising is preferred over Twitter advertising by 86% of respondents.

86%

66%

## Working Through COVID-19 Together

Access information, expertise, virtual programming and more.

# NEWS & ANALYSIS

See [pac.org/europe](http://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](http://www.pac.org/europe)

Contact us at [europe@pac.org](mailto:europe@pac.org)

## Download "Expertise" materials from [pac.org](http://pac.org)

whitepapers, tip sheets, news articles etc.





# MEMBERSHIP BENEFITS IN EUROPE



# EXECUTIVE EDUCATION

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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**

December 2020, Brussels

[pac.org/europe](https://pac.org/europe)



## **Brussels Public Affairs Forum**

May 2021, Brussels

[pac.org/europe](https://pac.org/europe)

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# RECENT ACTIVITIES

## EUROPEAN PUBLIC AFFAIRS

- Public Affairs for Turbulent Times: Preparing Strategy & Communication for New Normal
- Sustainability, Corporate Governance, and the Role of Public Affairs
- Building a Successful EU lobbying campaign: Step by Step

## POLICY & REGULATORY

- The New UK-EU relationship after Brexit and COVID-19
- EU Masterclass Online: Influencing EU Decision-Making
- EU Policy Trends in 2021

## COMMUNICATION & REPUTATION

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

## 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](https://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



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# US-BASED SIGNATURE EVENTS

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



**MEMBERSHIP  
BENEFITS  
IN EUROPE**

**COMMUNITY**

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# NETWORKING OPPORTUNITIES

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

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

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European Advisory Group

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And more to come in 2021

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# PROFESSIONAL NETWORKS

POLITICAL INVOLVEMENT

INTERNATIONAL NETWORK

SOCIAL RESPONSIBILITY

ASSOCIATION

EMERGING LEADERS

# BOARD of DIRECTORS

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FOLLOW US  
ON SOCIAL MEDIA

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@PACouncil



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Public Affairs Council

MANAGE YOUR WORLD



Public Affairs Council