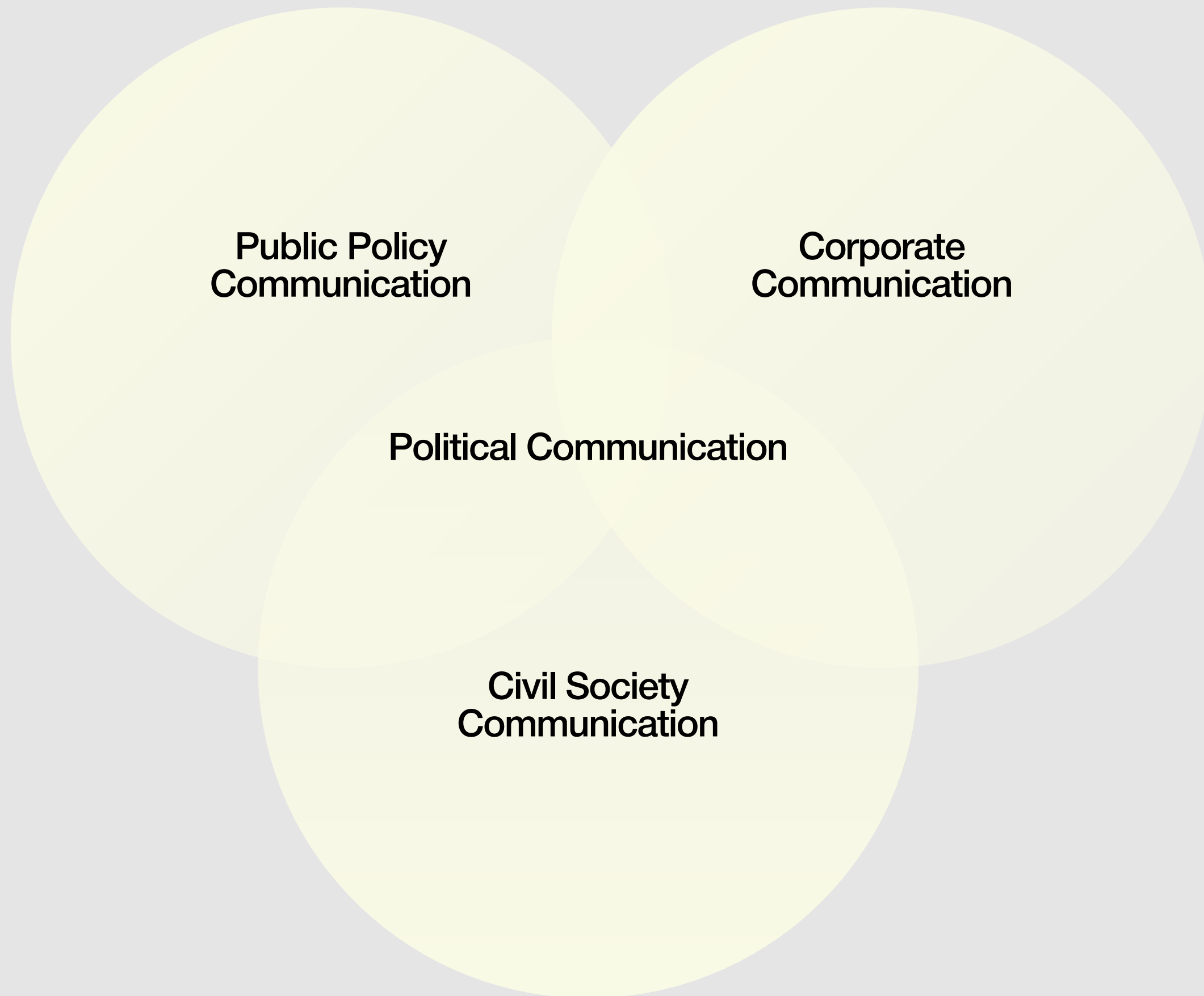


Europe's first Political Communication Summit.

Political Communication Summit

It's time for Europe to
lead with clarity.



The Heart of Messaging: Political Communication

Political communication sits at the vital intersection of public policy, corporate, and civil society communication. It draws on the tools, insights, and strategies of all three domains - combining the reach of public institutions, the brand discipline of the private sector, and the grassroots energy of civic movements.

This unique position allows political communication to shape narratives, influence public opinion, and drive collective action.

The Political Communications Summit brings these worlds together, creating a rare space where leaders from each sphere can learn from one another, forge partnerships, and set the agenda for how Europe communicates in the years ahead.

Leading with Clarity.

Europe's communications landscape is changing faster than ever.

Trust in institutions is at record lows. Audiences are scattered. Misinformation moves at lightning speed.

And yet - communication remains the most powerful tool we have.

To inspire. To mobilise. To shape the public conversation.

The **Political Communication Summit** is where Europe's leading voices in political messaging, public affairs, and institutional communication come together - for the first time - to meet this challenge head-on.

From campaigns to advocacy. From transparency to digital mobilisation. Political communication is the space where public, corporate, and civil society narratives collide.

The rules are being rewritten - by new players, new platforms, and new behavioural insights.

At the **Political Communication Summit**, you'll be part of the conversation that will define how Europe communicates next.

What's missing in Europe...

Most communications conferences in Europe operate within narrow boundaries - either focused on a single national market, serving only domestic audiences, or rooted in the Brussels policy sphere, catering primarily to the EU institutional networks.

While these gatherings have their place, they rarely create the space for a truly pan-European conversation that bridges industries, sectors, and political contexts.

The Political Communications Summit fills this gap. It is uniquely positioned as a cross-market, cross-industry forum for Europe's communications leaders - from politics, business, media, and civil society - to exchange insights, share strategies, and forge connections beyond national or institutional silos.

By convening diverse perspectives in one room, PCS creates a rare opportunity to understand how narratives translate across borders, how strategies can be adapted across sectors, and how Europe's communicators can collectively shape the public discourse of the future. In its first year, the summit will welcome 500+ professionals from across campaigns, institutions, corporations, media, and civil society.

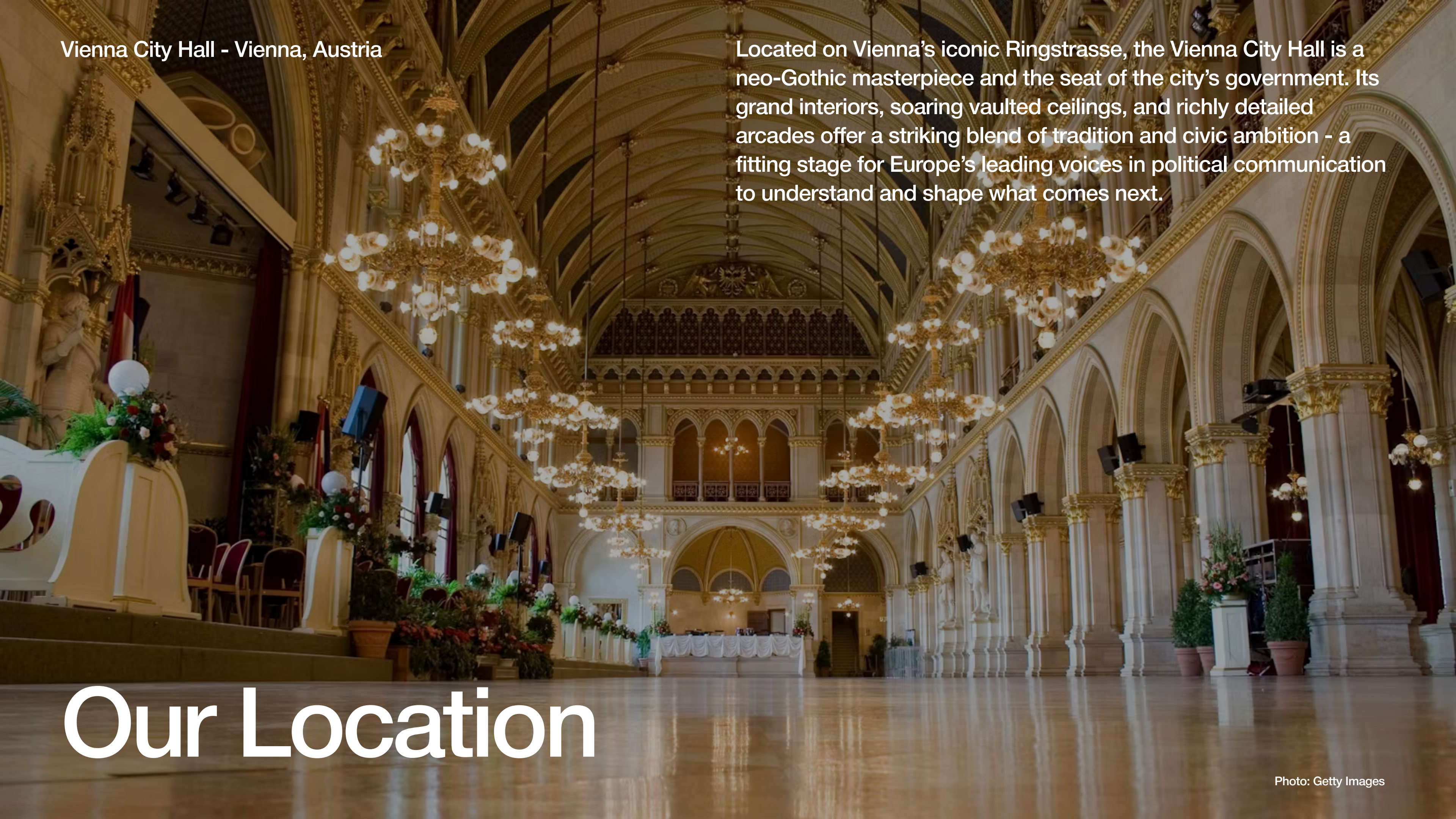
... and how
we will
address
this.

Date & Format

6-7 October, 2026

The programme kicks off on Tuesday morning and continues all day at the City Hall in Vienna. On Wednesday, sessions continue until late afternoon, with an exclusive off-site evening reception ending the event.

The Political Communication Summit is honoured to be held under the patronage of Bettina Emmerling, Deputy Mayor of the City of Vienna.

A wide-angle photograph of the interior of the Vienna City Hall. The space is a vast, ornate hall with a high, vaulted ceiling featuring intricate ribbing and a series of large, multi-tiered chandeliers hanging from the ceiling. The walls are lined with tall, arched windows and columns, some of which are decorated with statues. In the foreground, there is a stage area with a white podium, floral arrangements, and several chairs. The floor is highly reflective, mirroring the lights and architecture above.

Vienna City Hall - Vienna, Austria

Located on Vienna's iconic Ringstrasse, the Vienna City Hall is a neo-Gothic masterpiece and the seat of the city's government. Its grand interiors, soaring vaulted ceilings, and richly detailed arcades offer a striking blend of tradition and civic ambition - a fitting stage for Europe's leading voices in political communication to understand and shape what comes next.

Our Location

Photo: Getty Images

Main Theme: Leading with Clarity

Content Tracks

The Future of Political Messaging

The Future of Institutional Communication

Navigating Political Turbulence

Rebuilding Trust and Engagement

Topics include:

- Data vs. Creativity? False dilemmas in messaging
- AI, Automation & Authenticity: Scaling connection without losing the human touch
- 57 channels and too much on: how to get channel management right

- From press release to short-form videos: Multichannel messaging in governments
- The impact of AI on the agency-client dynamics in public affairs
- Advocacy campaigns that drive real policy change

- Weaponized Narratives: Political communication in an age of foreign influence and misinformation
- The age of outsiders: Why black swans are the new norm
- The rise of alternative media and its political implications

- Influencers or institutions: Who do people trust - and how can we reconnect?
- Messaging in a post-truth world: What still works?
- Why polls go wrong - and how to fix them

Speakers

The first speakers for PCS26 have been announced. More will be revealed in the coming weeks, but this initial lineup already highlights the leaders and experts we're bringing to the stage.



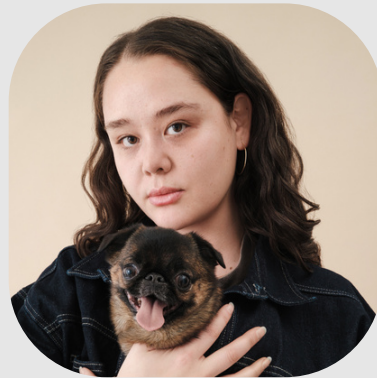
**Beate
Meini-Reisinger**

Federal Minister for European
and International Affairs
@Republic of Austria



**Jean-Marc
Monnet**

Co-founder
@Institut Jean Monnet



**Gabriella
Zutrau**

Digital Strategy Advisor & member of
Zohran Mamdani's NYC
mayoral campaign team



**Philipp
Schulmeister**

Director of Outreach
@European Parliament



**Romana
Lanzerstorfer**

Chief Data Officer
@Austrian Parliament



**Nicolas
Schwendemann**

As Managing Director
@ressourcenmangel (RYSM)

Grounding pillars for the Political Communication Summit's business model.

We offer two powerful avenues for partners to maximise their impact. First, **position your organisation as a thought leader** by contributing to high-profile sessions at the summit and exclusive pre-event gatherings. Second, **engage directly with potential clients** in our dedicated marketplace area, where your branded booth becomes a hub for relationship-building and lead generation.

1

**Summit &
pre-events**

2

**Political
Comms
Marketplace**

Similarities and differences

500+ participants.

2-day event featuring multiple formats: keynotes, panel discussions, workshops, marketplace.

Bringing together experts and leaders across countries and industries.

Political Tech Summit

- **Location:** Berlin
- **Main audience:** party CTOs, policymakers in tech, tech professionals, political tech vendors of all sizes
- **Focus:** products, tools and tech services

Political Comms Summit

- **Location:** Vienna
- **Main audience:** politicians, campaign managers, public affairs strategists & advisors
- **Focus:** strategies, tactics and methods

Partner packages

Exhibitor

€ 4,000 excl. VAT

- Booth - choice of stand in Wappensaal
- 3 Summit passes
- Logo placement
- Speaker slot upon availability

Content Partner

€ 6,000 excl. VAT

- Booth - choice of stand in Wappensaal
- 3 Summit passes
- Logo placement
- Guaranteed speaker slot

Senior Track Partner

from € 15,000 excl. VAT

- Co-curated session
- Large booth - choice of stand in Festsaal / Feststiege
- 5 Summit passes
- Prominent logo placement

Principal Partner

from € 40,000 excl. VAT

Upon request

You can access the floor plan to the City Hall [here](#). Stands can be selected on a first come, first served basis. We reserve the right to relocate for logistical or event management purposes.

Partners joining us for both the Political Tech Summit and the Political Communication Summit will be given a 20% discount.

Team



Josef Lentsch

Josef is a lifelong political entrepreneur who first ran for class president at the age of 10. Since then he has co-founded several start-ups, including a political party, advised many political organisations and written a book on how others can innovate politics. A trained psychologist and public administrator, he likes to keep an eye on both the individual and systemic levels of politics.



Miklós Hajnal

Miklós is a political communications professional and the youngest Member of Parliament in Hungary. Before co-founding the liberal party Momentum, he gained experience in politics from multiple perspectives, working at a global think tank in Berlin and in the Brussels office of a Big Tech company. He has managed multiple national campaigns for his party. As a former debater, he is particularly interested in building innovative approaches to political engagement.



Lucy Barkin

Lucy is a communications professional who has built her career at the intersection of strategic outreach and event coordination. With experience managing engagement for international organisations, she has refined her skills in promoting large-scale events. Fluent in multiple languages, she is dedicated to advancing innovative solutions in global communications.

Experiences we can build upon.

Partisan has successfully launched the inaugural Political Tech Summit in Berlin in January 2025, followed up with 50% YoY growth in 2026.

The first-ever Political Tech Summit brought together political professionals, policymakers, and innovators to explore the future of political technology. With high-impact sessions, dynamic networking, and cutting-edge insights, the Summit set a new industry standard.

900+
participants

50+
countries

100+
speakers

6000+
followers

3000+
subscribers

40+
partners

Our work in numbers.

Get in touch to explore partnership opportunities:
contact@partisan.community

Questions & Feedback

Learn more at www.politicalcomms.eu

Partisan GmbH

Represented by: Josef Lentsch

c/o Mindspace, Hausvogteipl. 12, 10117 Berlin Germany

contact@partisan.community