

# Partner With Us

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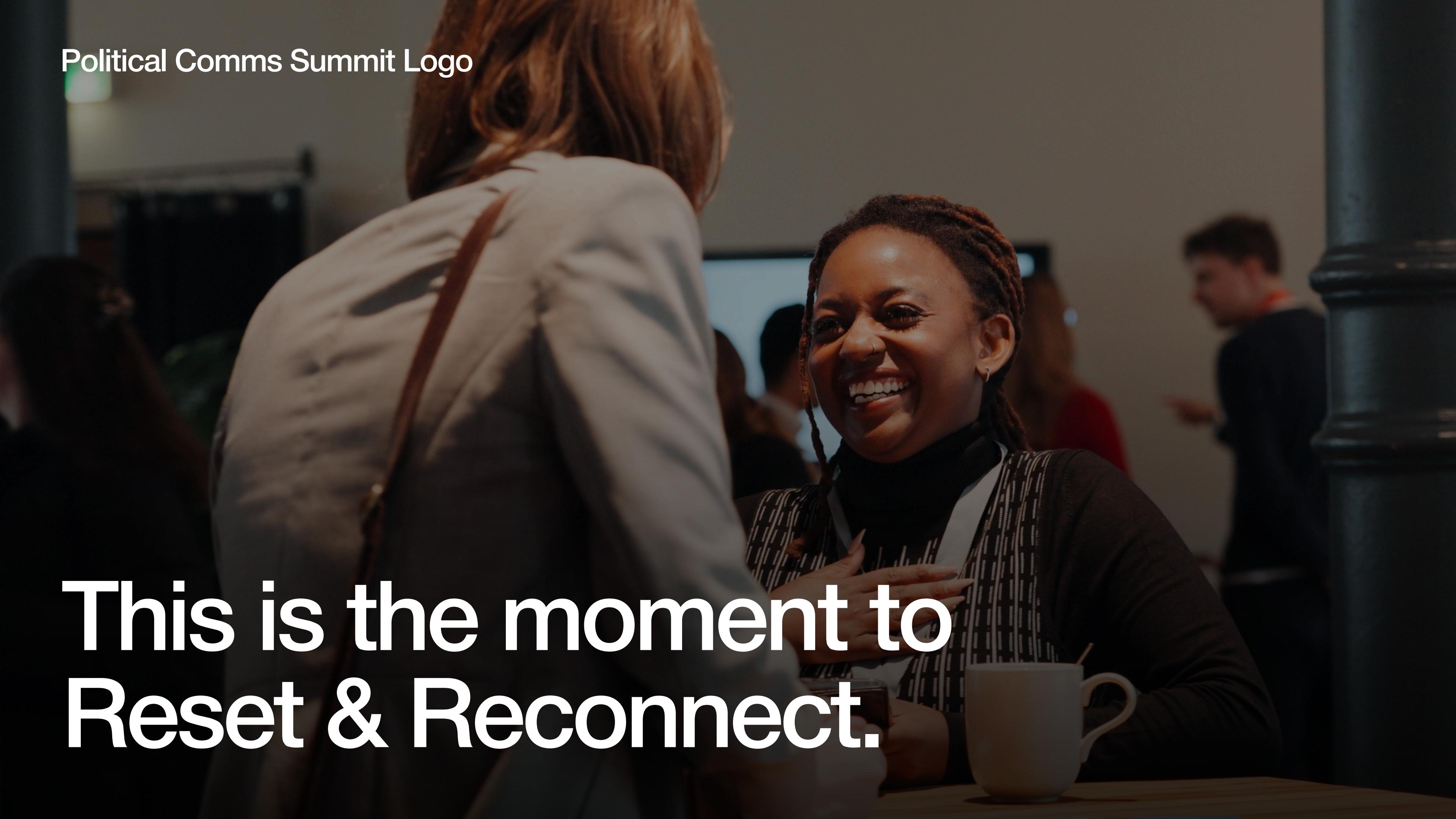
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# The Summit

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Political Comms Summit Logo



This is the moment to  
Reset & Reconnect.

# Reset to Reconnect.

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.



Political Comms Summit Logo

The Political Communication Summit is where decision-makers shaping public discourse meet the thinkers and innovators redefining it. Our inaugural edition brings forward-looking themes to address the defining challenges of trust, attention, and influence in a changing Europe. In its inaugural edition, the summit will welcome 500+ professionals from across campaigns, institutions, corporations, media, and civil society.

# Where Politics meets Communication

# 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.

... and how  
we will  
address  
this.

# Date & Format

# Saturday 18 April 2026

On Friday evening, an exclusive, invite-only pre-event reception will be held at a nearby venue for partners and speakers. The on-venue programme kicks off on Saturday morning and continues all day on Saturday at the City Hall in Vienna. The Summit offers actionable insights, valuable connections and practical collaboration, all in one.

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:

## Reset to Reconnect

The Future of  
Political  
Messaging

The Future of  
Institutional  
Communication

Navigating  
Political  
Turbulence

Rebuilding Trust  
and Engagement

# Business Case

01

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

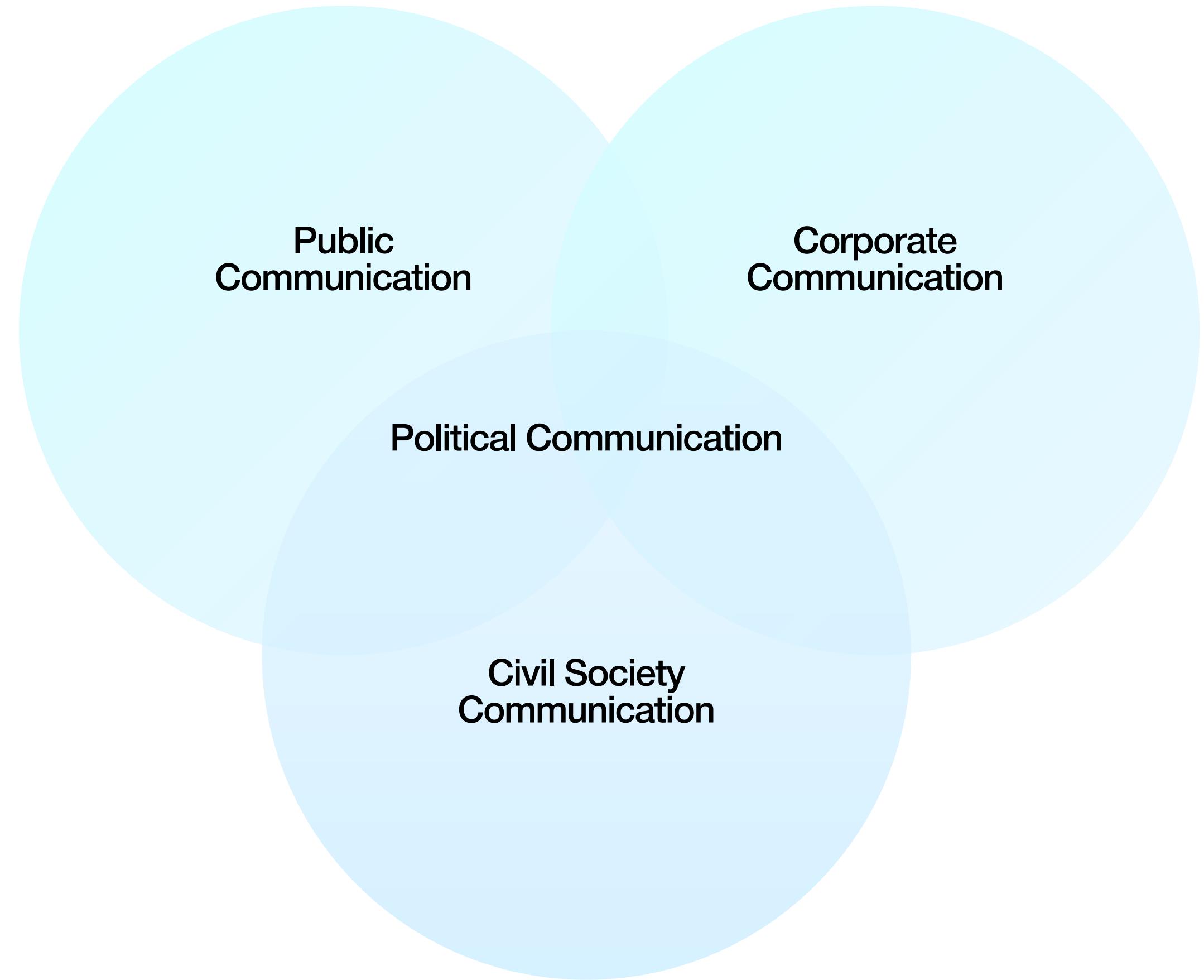
# Summit & pre-events

1

# Political Comms Marketplace

2

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.



## The Heart of Messaging: Political Communication

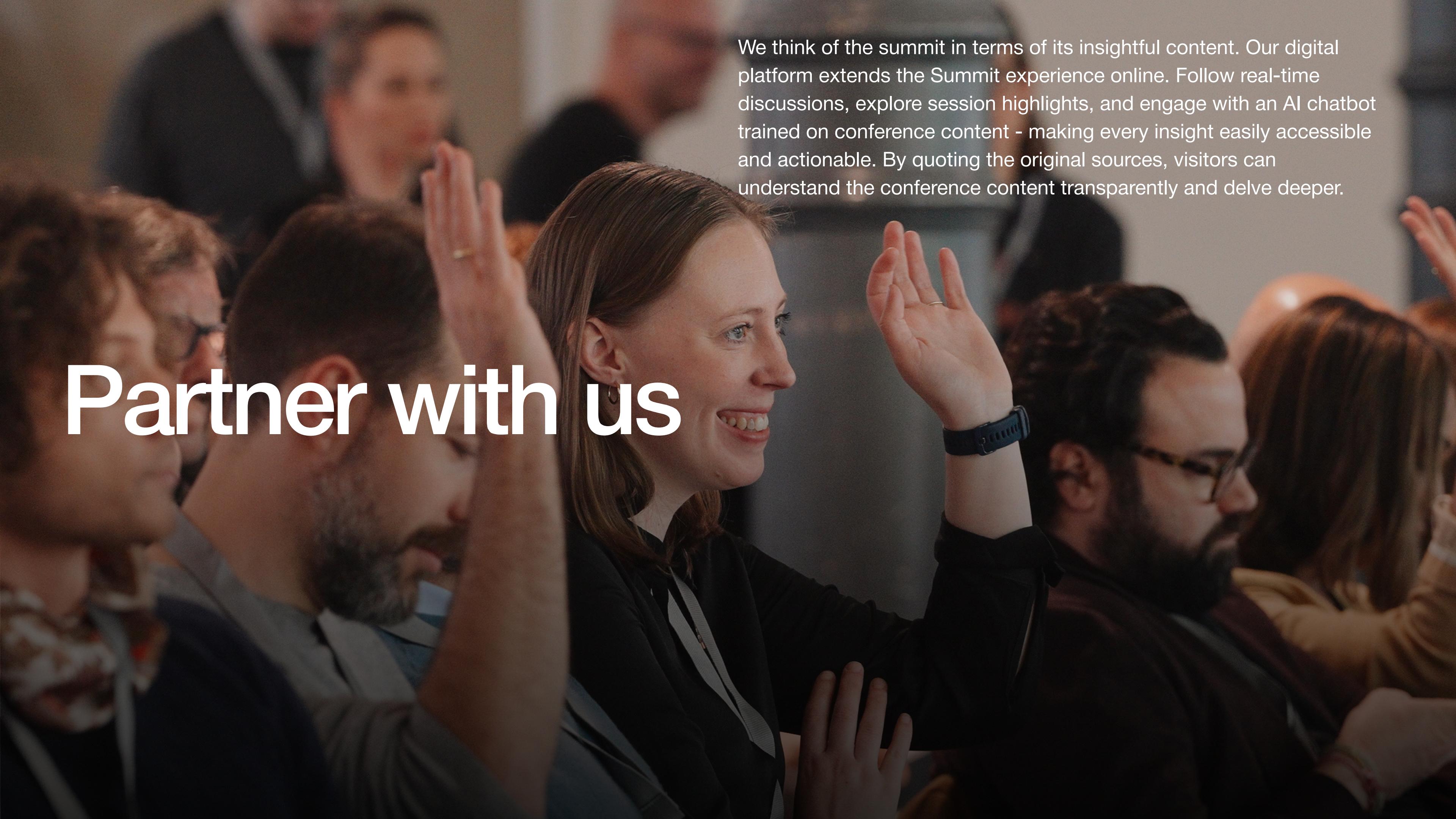
Political communication sits at the vital intersection of public communication, corporate communication, and civil society communication. It draws on the tools, insights, and strategies of all three domains - combining the reach of public institutions, the brand discipline of the private sector, and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

# Our packages

04

A photograph of a diverse group of people at a conference. In the foreground, a woman with brown hair and a blue lanyard is smiling and raising her right hand, palm up, as if asking a question. Behind her, several other people are visible, some with their hands raised. The background is blurred, showing more attendees and a conference setting.

# Partner with us

We think of the summit in terms of its insightful content. Our digital platform extends the Summit experience online. Follow real-time discussions, explore session highlights, and engage with an AI chatbot trained on conference content - making every insight easily accessible and actionable. By quoting the original sources, visitors can understand the conference content transparently and delve deeper.

# Partner packages

## Exhibitor

€ 4,000 excl. VAT

- Booth
- 3 Summit passes
- Logo placement
- Speaker slot upon availability

## Content Partner

€ 5,000 excl. VAT

- Booth
- 3 Summit passes
- Logo placement
- Guaranteed speaker slot

## Senior Track Partner

from € 10,000 excl. VAT

- Co-curated session
- Large booth
- 5 Summit passes
- Partner Logo placement

## Principal Partner

from € 40,000 excl. VAT

Upon request

# 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.

606  
participants

40+  
countries

48  
sessions

106  
speakers

## Our work in numbers.

Partisan, the team behind the Political Comms Summit has successfully launched the inaugural Political Tech Summit in Berlin in January 2025.

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.

Get in touch to explore partnership opportunities:  
[contact@politicalcomms.eu](mailto:contact@politicalcomms.eu)  
+36702701698

The Political Tech Summit is where politics meets technology.  
We bridge expertise between democracies on the European continent  
and beyond, by bringing together political professionals, consultants,  
academics, start-ups and technologists.

Be part of our journey and a distinguished network of experts.

# Contact us

Learn more at [www.politicalcomms.eu](http://www.politicalcomms.eu)

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# Appendix: tentative programme

Please note that the programme is subject to change, depending on speaker availabilities and on our partners' preferences.

	The Future of Political Messaging	Rebuilding Trust and Engagement	Navigating Political Turbulence	The Future of Institutional Communication
9:30-10:00			Welcome & Opening Remarks	
10:00-10:45	Messaging in a post-truth world: What still works?	Influencers or Institutions: who do people trust - and how can we reconnect?	Climate, migration, pandemics, and war: the future of crisis messaging	From Press Release to TikTok Clip: Multichannel government messaging
11:00-11:45	Data vs. Creativity? False dilemmas in messaging	CEOs as Messenger of Values: how companies communicate politically	Weaponized Narratives: political communication in an age of foreign influence and misinformation	Open by Default: Transparency as a guiding principle
12:00-12:45	AI, Automation & Authenticity: Can You Scale Connection Without Losing the Human Touch?	Advocacy campaigns that drive real policy change	The rise of alternative media and its political implications	Communicating complexity: How to explain policy without dumbing it down

