



## 2nd EU Conference of Public Affairs Professionals

Madrid, 11-12 May 2012  
 Hotel Intercontinental  
 Paseo de la Castellana, 49  
 28046 Madrid

### DRAFT PROGRAMME FRIDAY 11TH MAY

9:00	<p>OPENING AND WELCOME          President of APRI          Mr Giuseppe MAZZEI, President of IL CHIOSTRO</p>
9:30-10:00	<p>INSTITUTIONAL SPEECH          Ms Diana WALLIS (MEP-EPP) - European Parliament (pc)          Mr Hubert SZLASZEWSKI - European Commission</p>
10:00-10:30	<p>The benefits of regulating lobbying activities          Mr János BERTÓK - Senior Policy Analyst          Head of Integrity Unit          Innovation and Integrity Division          Public Governance and Territorial Development Directorate          OECD</p>
10:30-11:00	Coffee Break
11:00-12:30	<p>Round Table: Democracy and Participation (for PACE members)          Issues: democracy, transparency in EU members, PACE supports, needs of PA industry across Europe</p>
12:30-13:30	<p>Round Table: how do lobbyists improve the quality of legislation?          Participants: MEPs, Spanish MPs, Lobbyists, University Professors</p>
13:30-15:00	Lunch
15:00-17:00	<p>Public Debate (with the support of our sponsors). Suggested topics:          Social Media and Public Affairs          Measurement of Public Affairs          Pan-National Lobbying in the EU          An American Perspective</p>
17:00-19:00	<p>Internal PACE Debate. 10' presentation from voluntary PACE members on specific proposals for PACE's next steps</p>
20:00	PACE Dinner