

PUBLIC
AFFAIRS
&
NETWORKS



PA&N Executive Education

Developing Corporate Affairs Leaders

Executive education for professionals and organisations seeking to strengthen leadership, strategic thinking and excellence in Corporate Affairs.





Why Executive Education?

Corporate Affairs is evolving faster than ever before.

Geopolitical uncertainty, technological transformation, regulatory complexity and rising stakeholder expectations are continuously reshaping the role of Corporate Affairs professionals.

Today's leaders are expected not only to understand policy and stakeholder engagement, but also to advise executive leadership, anticipate emerging risks, manage complexity and contribute to business strategy.

Developing these capabilities requires continuous learning, exposure to international best practice and opportunities to exchange ideas with experienced practitioners and executive peers.

At Public Affairs & Networks, we believe that executive education is one of the most valuable investments organisations can make in their Corporate Affairs leaders.

Our programmes combine international expertise, practical application and peer learning to help professionals strengthen their leadership, broaden their perspective and create greater value for their organisations.





Who Our Programmes Are For

Our Executive Education portfolio is designed for:

- Corporate Affairs professionals seeking to strengthen their strategic capabilities;
- Senior executives with responsibility for Public/Corporate Affairs, Communications or External Affairs;
- Organisations investing in the development of their Corporate Affairs teams;
- Professionals preparing for broader leadership responsibilities.

Great Corporate Affairs leaders are shaped by continuous learning, international perspective and practical leadership.





Our Executive Programmes

Every professional and every organisation has different development needs.

Some seek a comprehensive executive education programme.

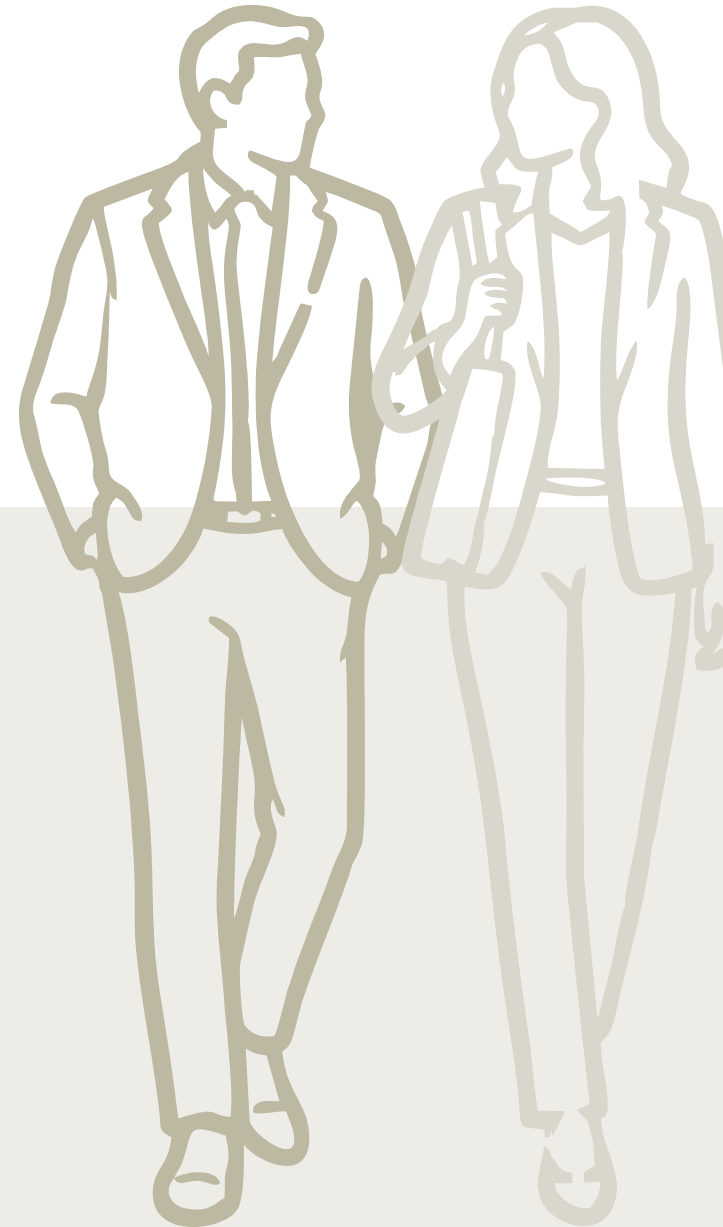
Others require focused learning on emerging issues or direct exposure to the European policy environment.

To address these different needs, Public Affairs & Networks offers three complementary Executive Education programmes.

Public Affairs
Certificate

Executive
Masterclass Series

Brussels
Immersion





Public Affairs Certificate

***Build the knowledge, skills
and confidence required to
lead in Corporate Affairs.***

Greece's only specialised executive education programme dedicated to Public Affairs, designed for experienced professionals seeking to strengthen strategic thinking, stakeholder engagement, advocacy, political intelligence and leadership.

Executive Masterclass Series

***Stay ahead of the issues
shaping Corporate Affairs.***

A series of short executive programmes exploring emerging topics, including artificial intelligence, political intelligence, crisis advocacy, EU policy, leadership and stakeholder engagement.

Brussels Immersion

***Experience European
policymaking from
the inside.***

A three-day executive study programme providing direct exposure to the European institutions and Brussels' policy community through meetings with senior practitioners, policymakers and institutional stakeholders.

*Three complementary programmes. One objective.
Developing stronger Corporate Affairs leaders.*





Public Affairs Certificate

Our flagship executive programme

The **Public Affairs Certificate** is designed for Corporate Affairs professionals seeking to strengthen their strategic capabilities and prepare for broader leadership responsibilities.

Combining international perspectives with practical application, the programme enables participants to deepen their understanding of Public Affairs strategy, stakeholder engagement, political intelligence and executive leadership.

Delivered by internationally recognised faculty and senior practitioners, the Certificate provides participants with practical frameworks, real-world case studies and opportunities for executive peer learning.

Key Learning Areas

- Artificial Intelligence & Corporate Affairs
- Public Affairs Strategy
- Political Intelligence & Policy Analysis
- Stakeholder Engagement
- Advocacy & Influence
- Reputation & Issues Management
- Leadership in Corporate Affairs

Programme Format

- 10 monthly three – hour live webinars
- One full-day executive workshop in Athens
- International faculty
- Executive peer learning
- Practical case studies

A flagship executive programme designed to prepare Corporate Affairs professionals for leadership in an increasingly complex policy environment.





Executive Masterclass Series

Continuous learning for a changing profession.

Corporate Affairs is constantly evolving.

Artificial intelligence, geopolitical developments, regulatory change, political uncertainty and new stakeholder expectations require professionals to continuously update their knowledge and broaden their perspective.

The **Executive Masterclass Series** offers short, high-level executive learning experiences focused on the issues shaping the future of Corporate Affairs.

Each Masterclass combines international expertise, practical insights and interactive discussion, enabling participants to explore emerging challenges and translate new ideas into everyday practice.

Typical Topics

- Artificial Intelligence & Corporate Affairs
- Political Intelligence
- Crisis Advocacy
- EU Policy Developments
- Leadership in Corporate Affairs
- Stakeholder Engagement

Programme Format

- Three on-line Executive Masterclasses per year
- Three-hour interactive sessions
- International faculty and guest experts
- Executive-level discussion
- Practical case studies

Because leadership in Corporate Affairs requires continuous learning—not occasional training.





Brussels Immersion

Understanding Europe from the inside.

The European Union shapes an increasing number of business decisions.

For Corporate Affairs professionals, understanding how European policymaking works—and building direct exposure to the institutions and people who shape it—has become an essential leadership capability.

The Brussels Immersion is a three-day executive study programme offering participants first-hand access to the European policy ecosystem.

Through meetings with senior officials, policymakers, journalists, business representatives and Corporate Affairs leaders, participants gain practical insight into how European policy is developed, negotiated and communicated.

Rather than learning about Brussels from a distance, participants experience it directly.

Highlights

- Meetings with senior officials from the European institutions
- Visits to leading organisations shaping European policy
- Discussions with journalists covering EU affairs
- Conversations with Corporate Affairs leaders based in Brussels
- Practical insights into the European policy process
- Executive peer learning throughout the programme

Programme Format

- **Three-day executive programme**
- **Brussels**
- **Small group of senior professionals**

Brussels is where Corporate Affairs leaders gain the perspective to anticipate what comes next.





In Partnership with Advocacy Academy

Bringing international expertise to Greece.

Public Affairs & Networks delivers Public Affairs Certificate and Executive Masterclass Series in partnership with Advocacy Academy, one of Europe's leading organisations specialising in Public Affairs capability development.

This partnership combines internationally recognised expertise, executive-level faculty and proven learning methodologies with Public Affairs & Networks' extensive knowledge of the Greek business and regulatory environment.

Together, we offer executive education that combines international best practice with practical relevance for professionals and organisations operating in Greece and across Europe.





Meet Our International Faculty



Alan Hardacre, PhD

Co-Founder and Director, Advocacy Academy and Advocacy Strategy

Alan is one of Europe's most recognised public affairs practitioners and executive educators, with 25 years of leadership experience across the European institutions, multinational companies, consultancy and executive education. He specialises in public and corporate affairs management, leadership development and organisational capability building.



Paul Shotton, PhD

Co-Founder and Director, Advocacy Academy and Advocacy Strategy

Paul is a public affairs management expert, practitioner and executive educator with 25 years of international experience. He specialises in campaign design, data-driven public affairs, the application of artificial intelligence in public affairs, and corporate affairs capability building.

International expertise. Local relevance. Executive learning designed for today's Corporate Affairs leaders.

Our Educational Philosophy

Executive education should change the way leaders think—not simply what they know.

At Public Affairs & Networks, we believe that executive education should go beyond the transfer of knowledge.

It should broaden perspectives, challenge assumptions, strengthen judgement and equip professionals to lead with greater confidence in an increasingly complex environment.

Every programme within our Executive Education portfolio is designed around five guiding principles.

International Perspective

Learning from internationally recognised faculty, experienced practitioners and global best practices.

European & Greek Context

Connecting international developments with the realities of the Greek business, political and regulatory environment.

Practical Application

Translating ideas into practical tools, frameworks and approaches that participants can immediately apply.

Executive Peer Learning

Creating opportunities for discussion, experience-sharing and learning among senior professionals.

Experienced Faculty

Combining academic excellence with extensive practical experience in Corporate Affairs, Public Affairs and executive leadership.

Our objective is to help develop better Corporate Affairs leaders.

Let's Start the Conversation

PA&N Executive Education

Developing Corporate Affairs Leaders

In partnership with



Investing in people is the most sustainable investment an organisation can make.

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Levidou 60, 14563 Kifissia, Tel.: +30.2106253763 info@paandn.gr paandn.gr