



OPEN EVENT
LANGUAGE: RUS/ENG

12 April 2022
15:00-16:20
AEB Conference
Center and Zoom

Joint open event organized by AEB Public Relations & Communications, Human Resources and Compliance & Ethics Committees

THE ROLE OF INTERNAL AND EXTERNAL COMMUNICATION IN CRISIS MANAGEMENT. PR, HR & ETHICAL ASPECTS.

PROGRAM

Moderators: **Marina Tatarskaya**, AEB PR & Communications Committee Chairperson
Irena Alekritskaya, AEB Recruitment Sub-Committee Chairperson
Svetlana Makarova, Compliance & Ethics Committee Chairperson

15:00 - 15:10 WELCOME REMARKS
Marina Tatarskaya, AEB PR & Communications Committee Chairperson
Irena Alekritskaya, AEB Recruitment Sub-Committee Chairperson
Svetlana Makarova, Compliance & Ethics Committee Chairperson

15:10 - 15:30 THE IMPORTANCE OF THE ROLE OF COMMUNICATIONS TEAM IN CRISIS MANAGEMENT
Arina Khodyreva, Vice President, Integrated communications PBN Hill+Knowlton Strategies

15:30 – 15:50 COMMUNICATIONS FOR HR IN THE NEW REALITY
Tatiana Zubkova, HR Country Manager Russia, ECOLAB

15:50 - 16:10 ETHICAL COMPONENT OF LEADING EXTERNAL AND INTERNAL COMMUNICATIONS DURING CRISIS
Ivan Berdinskikh, Director of Legal Support and Compliance, Manpower

16:10 - 16:20 QUESTIONS & ANSWERS

Working language: **Russian**, simultaneous translation will be provided.

Contact persons: **Abrigul Mamadvalieva**, Committee Coordinator, tel.: +7 (495) 234 27 64, ext. 120, abigul.mamadvalieva@aebrus.ru
Svetlana Nechaeva, Committee Coordinator, tel.: +7 (495) 234 27 64, ext. 139, svetlana.nechaeva@aebrus.ru

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