



Association
of European
Businesses

Open event
Language: RUS

AEB Open event organized by the PR & Communications Committee

25 September 2018

10:00-12:00

(registration from 09:30)

TASS Press Center,
2 Tverskoy blvd., Moscow

MEET THE MEDIA: TASS RUSSIAN NEWS AGENCY

PROGRAM

- 09:30 – 10:00** **REGISTRATION AND WELCOME COFFEE**
- 10:00 - 10:10** **OPENING REMARKS**
Ruslan Kokarev, AEB Chief Operating Officer
- 10:10 - 10:20** **WELCOME REMARKS**
Maxim Filimonov, TASS Chief Editor (TBC)
- 10:20 – 10:40** **KEY FEATURES OF WORKING WITH A MAJOR NEWS AGENCY. PLANNING OF NEWS CONTENT. WORK WITH INFORMATIONAL OCCASIONS AND THEIR PROMOTION AT THE FEDERAL LEVEL**
TASS editorial representative
- 10:40 – 11:00** **BASIC PRINCIPLES OF THE RUSSIAN NEWS AGENCY'S WORK ONLINE. TASS IN DIGITAL: EFFECTIVE CHANNELS AND FORMATS, TOOLS FOR PROMOTION**
Daria Penchilova, TASS Deputy Chief Editor, Curator of Digital Direction
- 11:00 – 11:20** **COMPREHENSIVE APPROACH TO INFORMATION COVERAGE: EFFECTIVENESS OF THE 360 DEGREE APPROACH IN SOLVING COMPANY'S COMMUNICATION PROBLEMS. TASS CASES**
Svetlana Lanyugova, TASS Business Development Director
- 11:20 – 11:30** **DISCUSSION. Q & A SESSION**
- 11:30 – 12:00** **TASS PREMISES TOUR**

Working language: **Russian.** Translation is not provided.

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