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Jul 2, 2026

Open Joint Event of AEB PR & Communications Committee and AEB Assessment, Training and Development Subcommittee of AEB HR Subcommittee

The profession of a public relations and communications specialist. Current trends

AEB Conference Hall

68/70, Butyrsky val, bldg.1, Moscow
10:30 – 12:30

10:00

Registration and welcome coffee

10:30

Opening remarks

Marina Tatarskaya, Chair of AEB PR & Communications Committee

10:35

Where and what are communications specialists currently taught? Key educational trends

Olga Peskova, Professor, Faculty of Creative Industries, Higher School of Economics

11:05

Working with different generations. How to find the right approach

Ekaterina Strizhova, Chair of the AEB Assessment, Training, and Development Subcommittee of HR Committee

11:35

A model for assessing behavioral responses and communication styles. How to use and work effectively

Irina Belogurova, PR and communications expert

12:05

Q&A

12:25

Closing remarks

Language: Russian, English

Contacts:

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Registration: Polina Skorovarova, event coordinator, polina.skorovarova@aebrus.ru

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