

Master class GR ACADEMY MASTER CLASS

## DEEP DIVE ACADEMY " MEASURING SUCCESS: KEY PERFORMANCE INDICATORS OF GR FUNCTIONS"

Conference Center  
April 17, 2025

### Program

9:30 **Registration**

10:00 **Introduction**

- 10:00 – 10:30 Role of the GR Department in the company structure, industry specifics  
10:30 – 11: 15 Performance Assessment (KPI): risk and opportunity management  
  
11:15 – 11:30 Coffee-break  
11:30 – 12:00 Impact of KPIs on strategic planning in GR.  
The relationship of GR KPIs with key business goals and strategies of the company  
  
12.00-12.30 Professional skills and competencies of GR specialists.  
Portrait of GR specialist in Russia and abroad

Contacts: Program:  
Olga Silnitskaya, Deputy General Director of AEB  
[Olga.Silnitskaya@aebrus.ru](mailto:Olga.Silnitskaya@aebrus.ru)

Registration:  
Polina Skorovarova, Event Coordinator, Phone: +7 965 216-43-59,  
[polina.skorovarova@aebrus.ru](mailto:polina.skorovarova@aebrus.ru)