



ASSOCIATION OF EUROPEAN BUSINESSES

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“Managing Reputation in Economic Crisis”

Chaired by Ursula Colgan (Mmd Public Relations) –
Chairwoman, AEB Communications and PR Committee

November 13, 2008

10:00- 12:00 (registration from 9:30)

Hotel Marriott Tverskaya, Nevsky Hall

1st Tverskaya-Yamskaya, 34, Moscow

OPEN EVENT

DRAFT AGENDA

Coffee & registration

Snapshot of current market conditions and repercussions for company reputation

Richard Hainsworth, CEO, RusRating

External Communications in volatile times: crisis response

Galina Vasilenko, Deputy Director, IMA Consulting

Sergey Andriyashkin, PR Manager, TELE2 Russia

Internal Communications during Crisis: Managing internal stakeholders and perceptions

Andrey Bader, Corporate Affairs Director, Member of the Board, Nestlé Russia

Key trends in communications

Peter B.Necarsulmer, Chairman and CEO, PBN Company

Questions & Answers

Working language: English (translation will be provided)

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