



Association
of European
Businesses

FLAGSHIP MODULE " GR MANAGEMENT. METHODS AND TECHNOLOGIES OF INTERACTION WITH PUBLIC AUTHORITIES"

October 23-24, 2025; 10.00-18.00

AEB Conference Center (Butyrsky Val 68/70 building 1)

PROGRAM

Time	Description
October 23	
10.00 –11.30	The process of passing legislative initiatives in the Russian Federation: <ul style="list-style-type: none">– who can initiate?– procedural features– opportunities and channels for representing the position and interests of non-state stakeholders
11.30 –11.45	Coffee - Break
11.45–13.15	Methodology and basic GR tools: <ul style="list-style-type: none">– how to create a stakeholder map?– how to conduct regulatory monitoring and analysis? <i>Company case</i>
13.15 –14.00	Lunch
14.00 – 16.00	Methodology and basic GR tools: <ul style="list-style-type: none">– how to conduct regulatory monitoring and analysis?– how to master issues management?
16.00 – 16.15	Break
16.15 – 18.00	Interactive group task
October 24	
10.00 – 11.30	<ul style="list-style-type: none">– The role of business associations in building a GR strategy. How to use membership in business associations– Dialogue with the CEO. Company case
11.30 – 11.45	Break
11.45 –13.15	How to hold meetings with officials and manage crisis situations"
13.15 – 14.00	Lunch
14: 00 –15: 00	Interactive group task
15.00 –16.00	The process of passing legislative initiatives in the EAEU: <ul style="list-style-type: none">– procedure for initiating and making decisions in the EEC– interaction with national authorized bodies

AEB Sponsors 2025

B1 • Bank Credit Suisse • Colgate-Palmolive • ING • Kept • Lemana PRO • MB RUS • Merck • METRO Cash&Carry • Oriflame • Procter & Gamble • Raiffeisenbank • SOGAZ Insurance Group • TotalEnergies EP Russie • Zetta Life

Association of European Businesses

127055, Moscow, Butyrsky val, 68/70,
bldg.1, office 63, 6th floor

Tel.: +7 (495) 234 27 64
E-mail: info@aebrus.ru

Telegram: t.me/aebrus_news
Web: www.aebrus.ru

16.00 – 16.15	Coffee - Break
16.15 – 17.30	Interactive group task

Teachers: **Yuri Panasik**, Partner, Kesarev; **Vitaly Zhigulin**, Partner, Kesarev

Contact persons:

Olga Silnitskaya, Deputy General Director of AEB

Olga.Silnitskaya@aebrus.ru

Elizaveta Tronevskaya, Special Projects Coordinator, +79652164386, gr@aebrus.ru

Registration:

Polina Skorovarova, Event Coordinator, Phone: +79652164359, polina.skorovarova@aebrus.ru

AEB Sponsors 2025

B1 • Bank Credit Suisse • Colgate-Palmolive • ING • Kept • Lemana PRO • MB RUS • Merck • METRO Cash&Carry • Oriflame • Procter & Gamble • Raiffeisenbank • SOGAZ Insurance Group • TotalEnergies EP Russie • Zetta Life

Association of European Businesses

127055, Moscow, Butyrsky val, 68/70,
bldg.1, office 63, 6th floor

Tel.: +7 (495) 234 27 64
E-mail: info@aebrus.ru

Telegram: t.me/aebrus_news
Web: www.aebrus.ru