



1 Apr, 2026

AEB PR & Communications Committee open event

Event Communications: From Strategy to Results

AEB Conference-center

Moscow, Butyrsky Val St., 68/70, Bldg. 1
10:00 - 12:00

09:30

Registration and Welcome Coffee

10:00

Welcome remarks

Marina Tatarskaya, Chair of the AEB Public Relations and Communications Committee

10:05

Trends and Realities of the Event Industry. Secrets of Effective Events

Yulia Zholya, President of the National Association of Event Organizers (NAOM), Producer of the "Event of the Year" Award, and Public Ombudsman for the Event Industry

10:25

PR Support for B2B Events Trends, Challenges, Best Practices

Daria Birich, Project director, maslov.agency
Tatiana Mishina, Project director, maslov.agency

10:45

Unified Agenda – Different Roles: Establishing Communication Within the Team

Anastasia Bekhtereva, Business Development Director, Kesarev

11:05

Experience Marketing in Industrial PR: A Press Tour That Worked

Ekaterina Tonitsoy, Marketing Communications Manager, LARTA Glass

11:25

Educational Events as a Communications Tool: How to Turn an Event into a Growth Point for Clients and Businesses

Anastasia Korshunova, Managing Partner, AMS (Meta-Strategy Agency)

11:45

Agenda, Reputation, Results: Three Perspectives on Communication

Philippe Pegorier, Partner, Kesarev, Vice Chairman of the AEB Board

11:55

Q&A

12:00

Closing remarks

Language: русский

Contacts:

Program: Kristina Lobacheva, committee coordinator, kristina.lobacheva@aebrus.ru

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

AEB Sponsors 2026

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

AEB Sponsors 2026

B1 • Bank Credit Suisse • Colgate-Palmolive • Credit Europe Bank • GROUPE SEB-VOSTOK • 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/aeb_news
Web: www.aebrus.ru