



**OPEN EVENT
LANGUAGE: RUS**

December 6, 2022
11:00-12:00

Open event organized by the AEB Public Relations & Communications Committee

Online
(Zoom)

SPECIFICITY OF ORGANIZING CORPORATE COMMUNICATIONS IN THE B2B SECTOR

PROGRAM

Moderator: **Marina Tatarskaya**, AEB PR & Communications Committee
Chairperson

11:00 – 11:05 WELCOME SPEECH
Marina Tatarskaya, AEB PR & Communications Committee Chairperson

11:05 – 11:25 SPECIFICITY OF ORGANIZING CORPORATE COMMUNICATIONS IN THE B2B SECTOR
Ksenia Alekseeva, Managing Partner, Fresh Russian Communications

11:25 – 11:45 LATEST UPDATES ON LABELING OF DIGITAL ADVERTISING
Marina Tatarskaya, Chairman of the Communications and Public Relations Committee

14:45 – 11:55 QUESTIONS & ANSWERS

11:55 - 12:00 CLOSING REMARKS

Working language: **Russian**, simultaneous translation will NOT be provided.

Contact person: **Program – Abridul Mamadvalieva**, Committee Coordinator, tel.: +7 (495) 234 27 64, ext. 122, abrigul.mamadvalieva@aebrus.ru

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