



## OOO AEB BUSINESS

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### Crisis Communications: A Business Game BY AEB PR & Communications Committee

Monday, June 18<sup>th</sup>, 2012

**Business meeting**

13:00-17:00 (registration from 12:30)

AEB Conference Room

Ul. Krasnoproletarskaya 16, bld.3, entrance 8, office 8

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#### Agenda

**Moderator: Igor Reichlin, PR & Communications Committee Chairman,  
Managing Partner "Reichlin & Partners. Reputation Management"**

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| 13:00- 13:10 | Welcome address<br>Dr. Frank Schauff, AEB CEO   |
| 13:10- 16:10 | Business Game<br>Presentation of scenarios (20 minutes)<br>Preparation (30 minutes)<br>Crisis communications workout (1.5 hours)<br>Analysis (40 minutes) |
| 16:10- 17:00 | Coffee and networking   |

The working language is **Russian**. **No translation** will be provided.

Sponsorship opportunities are available.

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