Association of European Businesses

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Joint cross regional session organized by the AEB Human Resources Committee, the HR Subcommittee of the AEB North-Western Regional Committee, and the HR Subcommittee of the AEB Southern Regional Committee

HR SPOTLIGHT ON RUSSIAN REGIONS 2026
ENGAGEMENT 2.0: EVOLUTION OF HR APPROACHES

Zoom
10:00 – 12:00

10:00 **Moderator**
Irina Aksenova, Chairperson of HR Committee

10:05 **Welcome remarks**
Olga Silnitskaya, Deputy CEO & GR Director, AEB

10:10 **Welcome remarks**
Irina Krasheninnikova, Chairperson of HR Subcommittee, AEB North-Western Regional Committee

10:15 **Welcome remarks**
Igor Brener, Chairperson of HR Subcommittee, AEB Southern Regional Committee

10:20 **Team engagement foundations, or how to keep eNPS above 75%**
Margarita Lovcheva, Recruitment lead, Technology direction, AXENIX

10:40 **Developing employee engagement: "Your Voice" project**
Irina Narovskaya, Manager People & Culture, Area South, Philip Morris International in Russia

11:00 **Who engages the engagers? Why companies do not lose employees but managers**
Ella Detkova, Founder & CEO, HR-Academy, ED Consulting

11:20 **Returning to the labor market after a "silence mode"**
Lyudmila Dyakova, Head of HR Services and Recruitment. Cargill Business Services Center (Krasnodar)

11:40 **Q&A**

Language: Russian (translation not provided)

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