AEB GR ACADEMY

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23.11.2026 **AEB GR Academy | Deep Dive Training**

Public affairs and strategic communications for promoting business interests AEB

Venue:
Conference Center
Butyrsky Val, 68/70, building 1 (office 13)
10:00 – 18:00

09:30 **Registration and welcome coffee**

10:00 **Introduction**
Public affairs as a modern challenge for business purposes

Speakers:
- **Natalia Koroleva**, Deputy General Director for Corporate Communications, PBN, Partner
- **Tatiana Nikulshina**, PBN, Partner
- **Georgy Khalilulin**, Deputy General Director for Government and Non-Governmental Organizations, PBN

10:15 **Public affairs Methodology**

- Synergy of functions: why direct interaction with the authorities is not enough? How does the official receive information?
- Role and tools of working with the agenda for promoting business interests
- 3rd Party Advocacy: promoting interests through partners and KOLs
- Case analysis

Speaker: **Georgy Khalilulin**, Deputy General Director for Government and Non-Governmental Organizations, PBN

11:30 **Coffee break**

11:45 **Interactive group assignment**
Developing a communication support plan for a complex regulatory case / promoting narratives on the agenda

12:45 **Lunch**

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13:45 **Working in the information field and media**

- Modern landscape: business media and alternative platforms
- Specifics of interaction with journalists: speed, exclusivity, "off the record"
- Low profile communications Development of key paragraphs on sensitive topics for employees working with external target audiences
- Methods for formulating key messages
- Answers to participants ' questions

Speaker: **Natalia Koroleva**, Deputy General Director for Corporate Communications, PBN

15:15 **Interactive group assignment**

15:30 **Coffee break**

15:45 **Anti-crisis communications**

- lightning-fast development of crises: progression, escalation, and the expectations of the public and the business community
- Preparing anti-crisis statements for the media, the public, partners, employees
- "Talking head" spokesperson. Speaker's nonverbal behaviour
- Examples of anti-crisis statements by Russian and international companies
- How companies prepare for the crisis in advance

Speaker: **Tatiana Nikulshina**, Partner, PBN

17:15 **Interactive group assignment**

18:00 **Wrap-up**

Languages: Russian. Simultaneous interpretation will not be provided.

Contacts:

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