



ASSOCIATION OF EUROPEAN BUSINESSES

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Round Table organized by the AEB PR & Communications Committee Internal and Corporate Communications Talking to your employees

March 23rd, 2011

Ul. Krasno proletarskaya 16, bld 3, entrance 8,
2nd floor, Conference Hall "Mac Kinley"

Open Event

Agenda

Moderator: Igor Reichlin, PR & Communications Committee Chairman

- 9:30 – 10:00 **Registration and coffee**
- 10:00 – 10:10 **Welcoming address**
Dr. Frank Schauff, CEO, AEB
- 10:10 – 10:30 **„New media in corporate communications”**
Dzhemir Degtyarenko , Executive director, The Russian association of directors of corporate communications and media (AKMR)
- 10:30 – 10:45 **“Building High Performance Internal Culture”**
Taisia Mironova, internal communications manager, Nestle
- 10:45 – 11:00 **"Internal Events and Media as the key elements of Corporate Communication"**
Anna Zukova, BNP Paribas
- 11:00 – 11:15 **“Internal communication or how to create and diffuse the Mazars Way spirit in Russia?”**
Catherine Trotin, Mazars
- 11:15 – 11:30 **“Not Lost” – The DHL Story**
Maria Vernomudrova, media relations and internal communications, DHL Russia
- 11:30 – 12:00 **Questions & Answers**

The working languages are **English and Russian**. Translation **will be** provided.

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