



Association
of European
Businesses

OPEN EVENT
Languages: ENG & RUS

June 19, 2014
09:00 – 12:00
AEB Conference Center,
Krasnoproletarskaya str. 16,
bld. 3, entr. 8, 4th floor

**INTERNAL COMMUNICATIONS:
BEST PRACTICES**

AGENDA

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- Moderator:** **Igor Reichlin**, AEB PR & Communications Committee Chairman, Managing Partner, Reichlin & Partners LLC
- 08:30-09:00** **REGISTRATION AND WELCOME COFFEE**
- 09:00-09:10** **WELCOME ADDRESS**
Frank Schauff, Chief Executive Officer, AEB (TBC)
- 09:10-09:20** **INTRODUCTION BY THE COMMITTEE CHAIRMAN**
Igor Reichlin, AEB PR & Communications Committee Chairman, Managing Partner, Reichlin & Partners LLC
- 09:20-09:40** **DRIVING INNOVATION THROUGH COMMUNICATION**
Marcus Guest, Managing Partner, Narrative Insights
- 09:40-10:00** **SHARING CUTURE & CULTURE OF SHARING**
Irina Shubina, Deputy Head for PR & Communications, Total
Irina Dmitrieva, Coordinator, PR & Communications, Total
- 10:00-10:20** **COMMUNICATION PLATTFORM "LEARN MORE ABOUT..."**
Olga Luchina, Internal Communications Manager, Philip Morris
- 10:20-10:40** **COFFEE BREAK**
- 10:40-11:00** **HOW MOBILE WORKING AFFECTS INTRACOMPANY COMMUNICATIONS**
Mark Smith, General Director and Owner, Sunbury Heights
- 10:50-11:10** **TOPICAL CHALLENGES FOR CREATING INTERNAL COMMUNICATIONS PLATTFORM**
Alexandra Gusarova, HR Director, Regional Bank of Krasnodar
Amata Chlek, Head of Internal Communications Project, Regional Bank of Krasnodar
- 11:10-11:30** **ENGAGEMENT AS A PRIORITY TASK FOR INTERNAL COMMUNICATIONS**
Marina Pneva, Internal Communications Manager, Boehringer Ingelheim
- 11:30-12:00** **DISCUSSION, QUESTIONS & ANSWERS**
- Contact person:** **Tatiana Morozova**, AEB Committees Coordinator, Tel: +7 495 234 27 64, ext.120;
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