



Association
of European
Businesses

OPEN EVENT
LANGUAGE: RUS

December 21, 2021
11:00-12:00

**Open event organized by the AEB PR and
Communications Committee**

Hybrid

BUSINESS EVENT AS A TOOL FOR PROMOTING A CORPORATE BRAND

PROGRAM

Moderator: **Marina Tatarskaya**, AEB PR & Communications Committee
Chairperson; IA&CC Director, Ferrero CIS-An region

11:00 – 11:05 **OPENING REMARKS**
Marina Tatarskaya, AEB PR & Communications Committee
Chairperson; IA&CC Director, Ferrero CIS-An region

11:05 – 11:25 **PRESENTATION BY OLGA ORESHNIKOVA, GENERAL DIRECTOR OF
FORBES CONGRESS RUSSIA**

11:25 – 11:40 **PRESENTATION BY MARINA MATYTSINA, COMMERCIAL DIRECTOR OF
FORBES RUSSIA**

11:40 – 11:55 **Q&A Session**

11:55 – 12:00 **CLOSING REMARKS**
Marina Tatarskaya, AEB PR & Communications Committee
Chairperson; IA&CC Director, Ferrero CIS-An region

Working language: **Russian**. Interpretation will be provided.

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