



Association
of European
Businesses

Open meeting
Language: RUS

19 December 2019

10:00-13:00

(registration from 09:30)

Andrei Voznesensky
Culture Center
Bolshaya Ordynka str.
46/3, Moscow

**Open meeting of the AEB PR & Communications
Committee meeting**

PROJECTS IN THE FIELD OF CULTURE AND ARTS AS A TOOL OF CORPORATE AND BRAND COMMUNICATIONS

PROGRAM

- Moderator:** **Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 09:30 - 10:00** **REGISTRATION**
- 10:00 - 10:20** **OPENING REMARKS. PRESENTATION OF ANDREI VOZNESENSKY CULTURE CENTER**
Olga Vartseva, CEO of Andrei Voznesensky Culture Center
- 10:20 - 10:40** **PRESENTATION OF ALL-RUSSIAN DECORATIVE ART MUSEUM. OPPORTUNITIES FOR COOPERATION WITH BUSINESS**
Nina Ostrun, Assistant Advisor to the Director, All-Russian Decorative Art Museum
- 10:40 - 12:00** **EXAMPLES OF THE PROJECTS IMPLEMENTED IN THE FIELD OF CULTURE AND ARTS:**
- 10:40 - 11:00** **CAN CULTURE AND SPORT FUNCTION WITHOUT SPONSORING? 2 PRACTICAL EXAMPLES OF CLASSICAL MUSIC AND EXTREME SPORT: "AUSTRIAN AND RUSSIAN CLASSICAL MUSIC CONCERTS" SPONSORED BY REIFFEISENBANK**
"RED BULL TRANS-SIBERIAN EXTREME" SUPPORTED BY RED BULL AND VOLKSWAGEN
Paul Bruck, Deputy Chairman of the AEB Board, Deputy Chairman of the AEB SME Committee; President, MOST SERVICE, Member of Bruck Consult
- 11:00 - 11:20** **PARTNERSHIP BETWEEN BUSINESS AND CULTURE: EXPERIMENTAL MARKETING, CORPORATE RESPONSIBILITY, AND EMPLOYEE ENGAGEMENT**
Anastasia Elaeva, Strategic Consultant & Head of Creative Partnerships at Grayling; consultant to Cube.Moscow art space

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11:20 – 11:40 **“REVIVING HERITAGE OF RUSSIAN COMPOSERS” PROJECT**
Elena Avilova, Internal Communications Manager, Unipro PJSC

11:40 – 12:00 **DISCUSSION. Q & A SESSION**

12:00 - 13:00 **SIGHTSEEING TOUR IN ANDREI VOZNESENSKY CULTURE CENTER**

Working language: **Russian.** Translation is not provided.

Contact person: **Tatiana Morozova**, AEB Committees Coordinator
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