

Open event
Working language: RU

27 October 2025
16:00 – 17:30

AEB conference hall

OPEN EVENT ORGANISED BY AEB PR & COMMUNICATIONS COMMITTEE TOGETHER WITH AEB HR COMMITTEE

PR FOR HR OR PR FOR HR?

PROGRAM

Moderator: Marina TATARSKAYA, AEB PR & communications committee Chairperson

16:00 – 16:20 HR BRANDING AS A SUPPORT FOR BUSINESS: THE RUSSIAN MARKET, PRACTICE, AND EXPERIENCE

Irina AKSENOVA, Chairperson of the AEB Human Resources Committee, Deputy General Director for Key Account Management, Coleman Group, Moderator of Coleman HR Industrial Club

16:20 – 17:00 PANEL DISCUSSION "HR + PR: THE FORMULA FOR REPUTATIONAL SUCCESS"

Participants:

Stanislav LABUNSKY, Head of Business Development, Avito Jobs – *What is an HR brand and how does it help attract more candidates?*

Natalia POLIKARPOVA, Director of Legal Affairs, PepsiCo – *How difficult layoffs affect a company's brand?*

Irina BELOGUROVA, Head of Marketing and Sales Support, GUARDIA Insurance Company – *How an employee's story becomes a company's main PR asset.*

17:00 – 17:30 QUESTIONS & ANSWERS

Working language: Russian, no interpretation will be provided

Contacts: **Program:**
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Registration:
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