



Association
of European
Businesses

Open event
Languages: RUS, ENG

25 November 2019

14:00 - 17:00

(registration from 13:30)

Yandex.Market

Ul. Lva Tolstogo 16,

Hall "Moulin Rouge"

Moscow

Open event jointly organized by AEB PR & Communications
Committee and Yandex.Market

GO DIGITAL II: HOW TO USE A BOOM IN THE FIELD OF E-COMMERCE FOR CORPORATE BRAND PROMOTION

PROGRAM

Moderator: **Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee,
PR Director, Ferrero Russia

13:30 - 14:00 **REGISTRATION AND WELCOME COFFEE**

14:00 - 14:10 **INTRODUCTORY REMARKS**

Marina Tatarskaya, Chairperson of the AEB PR & Communications Committee,
PR Director, Ferrero Russia

14:10 – 14:30 **YANDEX.MARKET AND E-COMMERCE. DOES GROWING BUSINESS NEED
PR ?**

Polina Upitis, PR Director, Yandex.Market

14:30 – 14:50 **MACHINE LEARNING FOR AMATEURS. SUCCESSES AND FAILURES IN
APPLICATION**

Mikhail Levin, Chief Data Scientist, Yandex.Market

14:50 - 15:50 **EXCHANGE OF BEST PRACTICES WITHIN IMPLEMENTATION OF
DIGITAL PROJECTS. BUSINESS CASES:**

**FOODSHARING PLATFORMS AS A TOOL TO PROMOTE RESPONSIBLE
CONSUMPTION AND PRODUCTION**

Anton Gubnitsyn, Head of Moscow Office, Promaco TIAR

**CREATIVE FUSION OF OFFLINE-RETAIL AND E-COMMERCE FOR
PROMOTION OF BRAND INNOVATIVE COMPONENT: CASE OF ADIDAS
LDN SHOP**

Arina Khodyreva, Director Technology+Digital, PBN Hill+Knowlton
Strategies

**IMPACT OF E-COMMERCE ON CONSUMER BEHAVIOR. HOW TO ADAPT
MARKETING COMMUNICATIONS IN THE CONTEXT OF ONLINE TRADE
DEVELOPMENT**

Yuliya Bychkova, Director of Consumer Behavior Studies Department, Ferrero
Russia

Elena Tubilevich, Research specialist, Ferrero Russia

15:50 - 16:00 **DISCUSSION. Q & A SESSION**

16:00 - 17:00 **YANDEX.MARKET SIGHTSEEING TOUR**

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

Contact person: **Tatiana Morozova**, AEB Committees Coordinator, tel. (495) 234 27 64, ext. 120,
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