



**OPEN EVENT  
LANGUAGE: RUS**

**July 5, 2022  
15:00-17:00**

**Open event organized by the AEB Public Relations & Communications Committee**

Offline

**CRISIS COMMUNICATIONS  
MANAGEMENT IN THE CONTEXT OF NEW  
LEGISLATIVE INITIATIVES**

**PROGRAM**

**Moderator:** **Marina TATARSKAYA**, AEB PR & Communications Committee Chairperson

**15:00 – 15:05 WELCOME SPEECH**  
**Tadzio SCHILLING**, AEB CEO

**15:05 – 15:35 OVERVIEW OF THE NEW REGULATIONS AND LEGISLATIVE INITIATIVES OF THE RF REGARDING PUBLIC STATEMENTS, PROVISION AND EXCHANGE OF INFORMATION**  
**Denis Denisov**, Partner, Head of Russia/ CIS, EM

**15:35 – 16:00 ESTABLISHING CRISIS MANGEMENT TEAM: SPECIFICITIES, ROLES AND RESPONSIBILITIES**  
**Arina Khodyreva**, Head of Integrated Communications Practice, PBN

**16:00 – 16:25 MANAGING THE MESSAGE - COMMUNICATION AND MEDIA MANAGEMENT DURING CRISIS/ KEY INSTRUMENTS FOR MANAGING NEWS**  
**Sergey PARKHOMENKO**, Managing partner, "Ideas and Solutions" Communication agency

**16:25 – 16:50 QUESTIONS & ANSWERS**

**16:50 - 17:00 CLOSING REMARKS**

**Working language:** **Russian**, simultaneous translation will be provided.

**Contact person:** **Program – Abridul Mamadvalieva**, Committee Coordinator, tel.: +7 (495) 234 27 64, ext. 122, [abridul.mamadvalieva@aebrus.ru](mailto:abridul.mamadvalieva@aebrus.ru)

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