



OPEN EVENT
LANGUAGE: RUS

30 May 2024
16:00 – 18:00

**OPEN EVENT ORGANIZED BY PR & COMMUNICATIONS
COMMITTEE**

AEB Conference centre

INTERNAL COMMUNICATIONS IN THE CORPORATE COMMUNICATIONS SYSTEM

PROGRAMME

16:00 – 16:05 WELCOME REMARKS

Marina TATARSKAYA, Chair of AEB PR & Communications Committee, IACC
Manager, CIS-An region, Ferrero

**16:05 – 16:20 INTERACTION AND COOPERATION: HOW TO INTEGRATE INTERNAL
COMMUNICATIONS INTO THE CORPORATE COMMUNICATIONS
SYSTEM**

Irina ANTUSHINA, Director for Corporate Relations and Sustainable
Development, Unilever Rus

**16:20-16:35 CORPORATE CULTURE: HOW TO INSPIRE, UNITE AND ENGAGE
THROUGH INTERNAL COMMUNICATIONS**

Yelizaveta MELKUMYANTS, Communications Specialist, JACOBS DOUWE
EGBERTS

16:35-17:20 PANEL DISCUSSION “INTERNAL COMMUNICATIONS LAB”

**INTERNAL COMM TO HELP YOU: HOW INTERNAL COMMUNICATIONS
HELP TO BUILD AN EMPLOYER BRAND**

Natalia NIKULINA, Deputy Director of Public Relations, EPAM Law Offices

**ARTIFICIAL INTELLIGENCE AT THE SERVICE OF INTRACOM: HOW TO
CREATE CONTENT FASTER AND MORE EFFICIENTLY**

Ekaterina ZHURIKOVA, Marketing Communications Specialist, LARTA Glass

**SANOFI CUP: HOW TO USE VK TO UNITE EMPLOYEES AROUND THE
WORLD AND IN THEIR OWN COUNTRY**

Ksenia VESLINSKAYA, Head of Internal Communications and Corporate Social
Responsibility Projects, Sanofi

17:20-18:00 Q & A

Working language: **Russian.** English translation will not be provided.

Contact person: **Programm:**

Kristina Lobacheva, Committee Coordinator, tel.: +7 (965) 216 43 83,
kristina.lobacheva@aebrus.ru

Registration:

Polina Skorovarova, Event Coordinator, tel. +7 (495) 234 27 64, доб. 128,
polina.skorovarova@aebrus.ru

Disclaimer

The information provided during the webinar is intended solely for the personal use of the participant who accepts full responsibility for its use. The information provided is general in nature and should not be considered to be legal, tax, accounting, consulting or any other professional advice. In all cases you should consult with professionals familiar with your particular factual situation for advice concerning specific matters before making any decisions. AEB is not liable and will not accept any responsibility with regard to any action or abstention from action related to respective information.

AEB Sponsors 2024

B1 • Bank Credit Suisse • BOSCH Group • Colgate-Palmolive • HeidelbergCement • ING • Kept • Leroy Merlin Russia • MB RUS • Merck • METRO Cash&Carry • Oriflame • Procter & Gamble
Raiffeisenbank • SOGAZ Insurance Group • TotalEnergies EP Russie • VEGAS LEX • Zetta Life

Association of European Businesses
Russia, 127055 Moscow,
Butyrsky Val St. 68/70, bld. 1

Tel.: +7 (495) 234 27 64
E-mail: info@aebrus.ru
www.aebrus.ru