



**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 ANTYUSHINA**, 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

**17:20-18:00 Q & A**

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

**Contact person:** **Programm:**

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