

FUNDAMENTAL COURSE " GR MANAGEMENT. METHODS AND TECHNOLOGIES OF INTERACTION WITH PUBLIC AUTHORITIES"

March 18-19, 2026; 10.00 -18.00

AEB Conference Center (Butyrsky Val 68/70 building 1)

PROGRAM

Time	Description
March 18	
10.00 – 11.30	The process of passing legislative initiatives in the Russian Federation: <ul style="list-style-type: none"> – who can initiate? – procedural features – opportunities and channels for representing the position and interests of non-state stakeholders
11.30 – 11.45	Coffee - Break
11.45 – 13.15	Methodology and basic GR tools: <ul style="list-style-type: none"> – how to create a stakeholder map? – how to conduct regulatory monitoring and analysis?
13.15 – 14.00	Lunch
14.00 – 16.00	Methodology and basic GR tools. Issue management system
16.00 – 16.15	Break
16.15 – 18.00	Interactive group task
March 19	
10.00 – 11.30	The role of business associations in building a GR strategy. How to use membership in business associations Dialogue with the CEO. Company case
11.30 – 11.45	Break
11.45 – 13.15	How to hold meetings with officials and manage crisis situations
13.15 – 14.00	Lunch
14.00 – 15.00	Interactive group task
15.00 – 16.00	The process of passing legislative initiatives in the EAEU <ul style="list-style-type: none"> – EEC initiation and decision-making procedure; – Interaction with national authorities; – GR in BRICS: how to work with the BRICS agenda, key tracks and priorities for 2026
16.00 – 16.15	Coffee - Break
16.15 – 17.30	Interactive group task

Lecturers:

Yury Panasik, Partner, Kesarev
 Vitaly Zhigulin, Partner, Kesarev
 Elena Korchagina, Senior Advisor, Kesarev
 Ivan Dmitriev, Senior Advisor, Kesarev
 Lilia Nazarova, Senior Advisor, Kesarev
 Rinat Galitdinov, Senior Advisor, Kesarev
 Olga Gritsay, Senior Advisor, Kesarev

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