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**November 17,
2026**

Joint cross regional session organized by the AEB Human Resources Committee, the HR Subcommittee of the AEB North-Western Regional Committee, and the HR Subcommittee of the AEB Southern Regional Committee

HR SPOTLIGHT ON RUSSIAN REGIONS 2026 ENGAGEMENT 2.0: EVOLUTION OF HR APPROACHES

Zoom

10:00 – 12:00

10:00

Moderator

Irina Aksenova, Chairperson of HR Committee

10:05

Welcome remarks

Olga Silnitskaya, Deputy CEO & GR Director, AEB

10:10

Welcome remarks

Irina Krashennnikova, Chairperson of HR Subcommittee, AEB North-Western Regional Committee

10:15

Welcome remarks

Igor Brenner, Chairperson of HR Subcommittee, AEB Southern Regional Committee

10:20

Team engagement foundations, or how to keep eNPS above 75%

Margarita Lovcheva, Recruitment lead, Technology direction, AXENIX

10:40

Developing employee engagement: "Your Voice" project

Irina Narovskaya, Manager People & Culture, Area South, Philip Morris International in Russia

11:00

Who engages the engagers? Why companies do not lose employees but managers

Ella Detkova, Founder & CEO, HR-Academy, ED Consulting

11:20

Returning to the labor market after a "silence mode"

Lyudmila Dyakova, Head of HR Services and Recruitment. Cargill Business Services Center (Krasnodar)

11:40

Q&A

Language: Russian (translation not provided)

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