



Association
of European
Businesses

OPEN EVENT
Languages: ENG / RUS

July 8th, 2014
09:00 – 12:00
AEB Conference Centre
Ul. Krasno proletarskaya 16, bld.
3, entrance 8, 4th floor

AEB IT-Telecom Committee

“SOCIAL NETWORKS IN BUSINESS FOR INTERNAL & EXTERNAL USING”

AGENDA

- 9:00-9:30 **Registration & coffee**
- 09:30 – 09:40 **Introduction:**
Edgars Puzo, Chairman of the AEB IT-Telecom Committee
- 9:40-10:10 **Interconnectivity of Mobile Applications & Social Networking Platform**
Artem Sherekh, Head of Center of Excellence/Mobility, SAP CIS
- 10:10 – 10:30 **The Good, the Bad and the Ugly: the Best and the Worst B2B Social Media Practices**
Stanislav Kupriyanov, Online Manager, Region Northern Europe & Central Asia, Ericsson
- 10:30 – 10:50 **Social Networks in Recruitment**
Luc Jones, Partner, Antal Russia
- 10:50-11:10 **Social Media Governance Process**
Tatiana Erofeeva, Online Manager, Siemens LLC
- 11:10 – 11:30 **Corporate Social Network in Internal Communication Structure**
Karina Osipova, Head of Internal Communication Department, Leroy Merlin Russie
- 11:30 – 11:50 **Implementation and Using of Corporate Social Networks**
Mikhail Lyadov, Vice-President of Manufacturing, Retail & Transport, Atos IT Solutions & Services

Questions & Answers. Closing Remarks

AEB SPONSORS 2014 – СПОНСОРЫ АЕБ 2014

• Allianz IC OJSC • Alstom • ASAP Transportation Company LLC • Atos • Awara Group • Bank Credit Suisse (Moscow) • BP • BSH Group • Cargill Enterprises Inc.
• Caverion Elmek OOO • Clifford Chance • Continental Tires RUS LLC • Crocus International • Deloitte • DHL • DuPont Science & Technologies
• E.ON Global Commodities SE • Enel OGC 5 • Eni S.p.A • EY • GDF SUEZ • Gestamp Russia • HeidelbergCement • ING Commercial Banking
• John Deere Agricultural Holdings, Inc. • KPMG • LEROY MERLIN Russia • MAN Truck & Bus AG • Mercedes-Benz Russia • Merck LLC • Messe Frankfurt Rus, O.O.O
• MetLife • METRO Group • Michelin • MOL Plc • Novartis Group • OBI Russia • Orange Business Services • Oranta • Pepeliaev Group, LLC • PwC • Procter & Gamble
• Raiffeisenbank ZAO • ROCA • Shell Exploration & Production Services (RF) B.V. • Statoil ASA • Stupino 1 Industrial Park • Telenor Russia AS • TMF Russia • Total E&P Russie
• Volkswagen Group Rus OOO • Volvo Cars LLC • VSK • YIT Rakennus Representative Office • YOKOHAMA RUSSIA LLC

Association of European Businesses
Ul. Krasno proletarskaya 16, bld. 3
127473 Moscow, Russia

Phone.: +7 (495) 234 27 64
Fax: +7 (495) 234 28 07

E-mail: info@aebrus.ru
www.aebrus.ru

AEB SPONSORS 2014 – СПОНСОРЫ АЕБ 2014

• Allianz IC OJSC • Alstom • ASAP Transportation Company LLC • Atos • Awara Group • Bank Credit Suisse (Moscow) • BP • BSH Group • Cargill Enterprises Inc.
• Caverion Elmek OOO • Clifford Chance • Continental Tires RUS LLC • Crocus International • Deloitte • DHL • DuPont Science & Technologies
• E.ON Global Commodities SE • Enel OGC 5 • Eni S.p.A • EY • GDF SUEZ • Gestamp Russia • HeidelbergCement • ING Commercial Banking
• John Deere Agricultural Holdings, Inc. • KPMG • LEROY MERLIN Russia • MAN Truck & Bus AG • Mercedes-Benz Russia • Merck LLC • Messe Frankfurt Rus, O.O.O
• MetLife • METRO Group • Michelin • MOL Plc • Novartis Group • OBI Russia • Orange Business Services • Oranta • Pepeliaev Group, LLC • PwC • Procter & Gamble
• Raiffeisenbank ZAO • ROCA • Shell Exploration & Production Services (RF) B.V. • Statoil ASA • Stupino 1 Industrial Park • Telenor Russia AS • TMF Russia • Total E&P Russie
• Volkswagen Group Rus OOO • Volvo Cars LLC • VSK • YIT Rakennus Representative Office • YOKOHAMA RUSSIA LLC

Association of European Businesses
Ul. Krasnoproletarskaya 16, bld. 3
127473 Moscow, Russia

Phone.: +7 (495) 234 27 64
Fax: +7 (495) 234 28 07

E-mail: info@aebrus.ru
www.aebrus.ru