

FLAGSHIP MODULE " GR MANAGEMENT. METHODS AND TECHNOLOGIES OF INTERACTION WITH PUBLIC AUTHORITIES"

October 23-24, 2025; 10.00-18.00

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

PROGRAM

Time	Description
October 23	
10.00 – 10.10	Opening remarks Philippe Pegorier, Deputy Chairman of the AEB Board; Partner, Kesarev Olga Silnitskaya, Deputy General Director, GR director, AEB
10.10 – 11.30	The process of passing legislative initiatives in the Russian Federation: – 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: – 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
16.00 – 16.15	Break
16.15 – 18.00	Interactive group task
October 24	
10.00 – 11.30	The role of business associations in building a GR strategy. How to use membership in business associations Speakers: Tadzio Schilling, CEO, AEB Philippe Pegorier, Deputy Chairman of the AEB Board; Partner, Kesarev Dialogue with the CEO. Company case Speaker: Arsen Davidyan, Canpack, General Director
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
16.00 – 16.15	Coffee - Break
16.15 – 17.30	Interactive group task

Lecturers: Yury Panasik, Partner, Kesarev;
Philippe Pegorier, Partner, Kesarev;
Rinat Galitdinov, Senior Counsel, Kesarev;
Elena Korchagina, Senior Counsel, Kesarev;
Ivan Dmitriev, Senior Counsel, Kesarev;
Lilia Nazarova, Senior Counsel, Kesarev

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