



ASSOCIATION OF EUROPEAN BUSINESSES

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Everything you wanted to know about the Social Media but were afraid to ask!

***Moderated by Arseniy Rastorguev,
Creative Director of Social Media, Mmd Corporate, Public Affairs & Public Relations***

Friday, February 13th, 2009
10:00 a.m. - 12:00 p.m. (registration from 9:30 a.m.)
Hotel Marriott Tverskaya, Nevsky Hall
1st Tverskaya-Yamskaya, 34, Moscow

AGENDA

9.30am: Coffee & registration

10.00am: Opening Remarks

Anna Georgieva, Deputy Chairman of the PR & Communications Committee

10.05am: Introduction of issues

Arseniy Rastorguev, Moderator

- What's so new about the New Media?
- Social Media in Business Communication: threat, opportunity, tool or ally?
- Listening to Social Media: who are all these people?
- Social media vs. PR?

10.15am: Panel discussion including the following participants:

- **Mikhail Umarov**, Director, Communications agency, Comunica
 - How does New Media affect business in general?
- **Olga Rasulova**, Director, Edelman Imageland Interactive
 - Why do people trust Social Media?
- **Valery Bardin**, Business Development Director, Relteam
 - Is Web 2.0 for real or is it just a buzzword?

11.30am: Questions & Answers followed by coffee and networking

Working language: Russian (English translation will be provided upon request)

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