



Association
of European
Businesses

19 April 2019
15:00-17:30
(registration from 14:30)

Faculty of Journalism,
Lomonosov Moscow State
University,
Mokhovaya str. 9, bld.1
Moscow

Open Committee meeting organized by the AEB PR & Communications Committee

TRADITIONAL AND NEW MEDIA. IMPACT OF CURRENT TRENDS ON PR-PROFESSIONALS' WORK

PROGRAM

- Moderator:** **Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 14:30-15:00** **REGISTRATION**
- 15:00-15:20** **OPENING REMARKS**
Ruslan Kokarev, AEB Deputy CEO-Chief Operating Officer
Elena Vartanova, Dean of the Faculty of Journalism, Lomonosov Moscow State University, Corresponding Member of the Russian Academy of Education, Professor, Doctor of Philology, President of the National Association of Mass Media Researchers (NAMMI)
- 15:20-15:50** **DIGITAL FUTURE OF THE RUSSIAN MEDIA INDUSTRY**
Andrei Vyrkovsky, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University
- 15:50-16:30** **GLOBALISATION OF BUSINESS AND INFORMATION FIELD. CHALLENGES AND OPPORTUNITIES FOR PR-PROFESSIONALS**
Irina Zhukova, Director CSR & Sustainability, PMI Russia
Marina Tatarskaya, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 16:30-17:00** **DISCUSSION, Q & A SESSION**
- 17:00-17:30** **GUIDED TOUR OF THE PREMISES OF THE FACULTY OF JOURNALISM**

Working language: **Russian.** Translation is not provided.

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