



**JOINT MEETING OF AEB FINANCE&INVESTMENTS COMMITTEE AND
AEB PR&COMMUNICATIONS COMMITTEE**

Tuesday, 5 March 2019

15.00

AEB premises

(Butyrsky Val 68/70, bld. 1, ground floor, office 13)

AGENDA

Moderators:

Stuart Lawson, AEB Finance and Investments Committee Chairperson / AEB Board member / Senior Advisor, EY

Marina Tatarskaya, AEB PR & Communications Committee Chairperson / PR Director, Ferrero Russia

1. Presentation of the AEB Annual Survey "Strategies and prospects for European companies in Russia" by Alexander Demidov, Managing Director, *GfK-Rus*.
2. Presentation of problems and proposed actions by Anastasia Kondratieva, Marketing, PR & Communications Director, AEB.
3. Popularization of surveys and researches as a PR and GR tool:
 - Presentation by Yulia Sorokina, Internal Communications Manager, *Sanofi Eurasia*:
"Communications approach to internal promotion of the corporate surveys and researches in Sanofi and increasing of their effectiveness"
 - Presentation by Olga Kotova, Head of Press Service, *ITE LLC Moscow*:
"Expo-id concept for participation in international exhibitions"
4. Discussion and brainstorming regarding actions to be taken.
5. Any other business.

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