



Association  
of European  
Businesses

**Open event**  
**Languages: ENG,RUS**  
**17 October 2019**  
**10:00-12:30**

(registration from 09:30)

**AEB Conference Center**  
68/70 Butyrskiy Val, bldn.1,  
office 13, Moscow

## **Open event organized by the AEB PR & Communications Committee**

### **FAKE NEWS AND INFORMATION WARS IN INTERNATIONAL RELATIONS AND GLOBAL COMPETITION OF TRANSNATIONAL CORPORATIONS**

#### **PROGRAM**

**Moderator:** **Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia

**09:30 – 10:00 REGISTRATION AND WELCOME COFFEE**

**10:00 – 10:10 INTRODUCTORY REMARKS**

**Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia

**10:10 – 12:00 FAKE NEWS AND INFORMATION WARS IN INTERNATIONAL RELATIONS  
AND GLOBAL COMPETITION OF TRANSNATIONAL CORPORATIONS**

**Invited expert:**

**Andrey V. Manoylo**, Professor, Doctor of Political Sciences, Lomonosov Moscow State University

**Co-speaker:**

**Art Franczek**, President, Director of Accounting Program, American Institute of Business and Economics (AIBE)

**Topics for discussion:**

- what is fake news and how to distinguish it;
- fake news as a tool for influencing the audience and broadcasting a given agenda;
- danger of fake news combined with viral technologies;
- information attacks: potential risks and impact on business reputation;
- tackling information attacks and ensuring the safety of top officials from information threats;
- information wars: technologies in the context of corporate crisis communications and case studies

**12:00 – 12:30 DISCUSSION, Q & A SESSION**

**Working languages:** **English** and **Russian**. Translation is provided.

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