



Association  
of European  
Businesses

**Open Committee meeting**  
**Language: ENG**

**21 March 2018**  
**16:30-19:00**  
**(registration from 16:00)**

**InterContinental Moscow**  
**Tverskaya Hotel,**  
**Hall "Popova"**  
Tverskaya str. 22, Moscow

## **KEY TRENDS AND CHALLENGES IN GLOBAL COMMUNICATIONS – NEW TOOLS TO PROMOTE AND PROTECT CORPORATE REPUTATION**

**Open meeting organized by the AEB PR & Communications Committee**

### **PROGRAMME**

<b><u>Moderator:</u></b>	<b>Marina Tatarskaya</b> , Deputy Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
<b>16:00 – 16:30</b>	<b>REGISTRATION AND WELCOME COFFEE</b>
<b>16:30 – 16:50</b>	<b>INTRODUCTORY REMARKS</b> <b>Marina Tatarskaya</b> , Deputy Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
<b>16:50 – 17:50</b>	<b>KEY TRENDS AND CHALLENGES IN GLOBAL COMMUNICATIONS- NEW TOOLS TO PROMOTE AND PROTECT CORPORATE REPUTATION</b> <b>Lars Erik Grønntun</b> , Chairman & CEO Europe, Middle East and Africa (EMEA), Hill + Knowlton Strategies <ul style="list-style-type: none"><li>• importance of the Russian market to European business and investment;</li><li>• trends in Europe in public affairs, crisis and corporate communications;</li><li>• role of digital tools in reaching customers, employees and diverse communities.</li></ul>
<b>17:50 – 18:00</b>	<b>DISCUSSION, Q &amp; A SESSION</b>
<b>18:00 - 19:00</b>	<b>COCKTAIL</b>

**Working language:** **English.** Translation will not be provided.

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