AEB GR ACADEMY

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November 23, 2026 **AEB GR Academy | Deep Dive Training**

Public affairs and strategic communications for promoting business interests AEB

Conference Center
Butyrsky Val, 68/70, building 1 (office 13)
10:00 – 18:00

09:30 **Registration and welcome coffee**

10:00 - 10:15 **Introduction**
Public affairs as a modern challenge for business purposes.

Speakers:
Natalia Koroleva, Deputy General Director for Corporate Communications, PBN, Partner
Tatiana Nikulshina, PBN, Partner
Georgy Khalilulin, Deputy General Director for Government and Non-Governmental Organizations, PBN

10:15 - 11:30 **Public affairs Methodology**

– Synergy of functions: why direct interaction with the authorities is not enough? How does the official receive information?
– Role and tools of working with the agenda for promoting business interests
– 3rd Party Advocacy: promoting interests through partners and KOLs
– Case analysis
Speaker: Georgy Khalilulin, Deputy General Director for Government and Non-Governmental Organizations, PBN

11:30 - 11:45 **Coffee break**

11:45 - 12:45 **Interactive group assignment**
Developing a communication support plan for a complex regulatory case / promoting narratives on the agenda

12:45 - 13:45 **Lunch**

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13:45 - 15:15	**Working in the information field and media** – Modern landscape: business media and alternative platforms – Specifics of interaction with journalists: speed, exclusivity, "off the record" – Low profile communications Development of key paragraphs on sensitive topics for employees working with external target audiences – Methods for formulating key messages – Answers to participants ' questions Speaker: Natalia Koroleva, Deputy General Director for Corporate Communications, PBN
15:15 - 15:30	**Interactive group assignment**
15: 30 - 15:45	**Coffee break**
15:45 - 17:15	**Anti-crisis communications.** – lightning-fast development of crises: progression, escalation, and the expectations of the public and the business community – Preparing anti-crisis statements for the media, the public, partners, employees – "Talking head" spokesperson. Speaker's nonverbal behaviour – Examples of anti-crisis statements by Russian and international companies – How companies prepare for the crisis in advance Speaker: Tatiana Nikulshina, Partner, PBN
17:15 - 18: 00	**Interactive group assignment**
18:00 - 18: 15	**Wrap-up**

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