



Association  
of European  
Businesses

**Open event**  
**Language: RUS**

**15 September 2016 г.**  
**AEB Conference Center**  
ul. Krasnoproletarskaya 16,  
bln. 3, entr. 8, floor 4.  
Moscow

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

## **PRESENTATION BY THE ROSSIYA SEGODNYA INTERNATIONAL INFORMATION AGENCY**

**Moderator:** **Milana Valieva**, Deputy Country Manager, Grayling Eurasia

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

**10:00 – 10:10** **OPENING REMARKS**  
**Frank Schauff**, AEB CEO (TBC)

**10:10 - 10:20** **INTRODUCTORY REMARKS**  
**Milana Valieva**, Deputy Country Manager, Grayling Eurasia

**10:20 – 12:00** **PRESENTATION BY THE ROSSIYA SEGODNYA INTERNATIONAL  
INFORMATION AGENCY:**

### **MAIN DIRECTIONS OF ACTIVITY. FIGURES AND FACTS**

**Dmitry Gruzdev**, Deputy Editor-in-Chief, Rossiya Segodnya International  
Information Agency

### **MONITORING OF INFORMATION AGENDA THROUGH RIA NOVOSTI'S NEWS TICKER: WHAT IS ADVANTAGE**

**Dmitry Gornostaev**, Deputy Editor-in-Chief, Rossiya Segodnya International  
Information Agency

### **STRENGTHENING THE COMPANY'S PRESENCE IN MEDIA FIELD THROUGH THE AGENCY'S INTERACTIVE PROJECTS**

**Pavel Shorokh**, Head of the Interactive Projects Studio, Rossiya Segodnya  
International Information Agency

### **THE ROSSIYA SEGODNYA AGENCY'S INTERNATIONAL MULTIMEDIA PRESS CENTER**

**Dmitry Gruzdev**, Deputy Editor-in-Chief, "Rossiya Segodnya" International Media  
Group

**12:00 – 12:30** **DISCUSSION, QUESTIONS & ANSWERS SESSION**

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

**Contact person:** **Tatiana Morozova**, AEB Committees Coordinator, Tel.: (495) 234- 27-64, ext.  
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