



Association
of European
Businesses

Open event
Language: RUS, ENG

13 November 2018
15:00 - 18:00
(registration from 14:30)
premises of Mail.ru Internet
Media Holding,
Leningradsky prospect 39,
bld. 79, Moscow

AEB Open event organized by the AEB PR & Communications Committee

GO DIGITAL: SOCIAL MEDIA FOR PR PROFESSIONALS

PROGRAM

- Moderator:** **Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 14:30 - 15:00** **REGISTRATION AND WELCOME COFFEE**
- 15:00 – 15:10** **OPENING REMARKS**
Ruslan Kokarev, AEB Chief Operating Officer
- 15:10 – 15:30** **KEY TRENDS IN DIGITAL SPACE DEVELOPMENT IN RUSSIA**
Timofei Los, Client Service Director, Mail.Ru Group
- 15:30 -15:50** **V KONTAKTE AS AN INTEGRATED SOLUTION FOR COMMUNICATIVE TASKS**
Konstantin Koutepov, VK Client Service Manager
- 15:50 – 16:10** **AN INCREASINGLY DIGITAL WORLD**
Christina Stathopoulos, Professor, IE Business School, Adjunct Professor, IE Business School; Analytical Consultant, Google Spain; Board member of the Diversity and Inclusion Committee, Google
- 16:10 - 17:10** **THE ROLE OF COMMUNICATIONS IN DIGITAL ECONOMY. SHARING BEST PRACTICES, BUSINESS CASES: GENERATING PHILIPS LED BULBS BRAND PREFERENCE IN SOCIAL MEDIA**
Natalia Neverskaya, Head of Corporate Communications, Philips Lighting
- 17:10 – 17:30** **SOCIAL MEDIA AND PROMOTION IN B2B: TO BE OR NOT TO BE?**
Lidia Kapitanova, Head of Marketing, SHL Russia & CIS
- 17:30 – 18:00** **SOCIAL MEDIA WITHIN INTEGRATED MARKETING COMMUNICATIONS**
Speaker by Ferrero Russia
- 17:10 – 17:30** **DISCUSSION. Q & A SESSION**
- 17:30 – 18:00** **MAIL.RU PREMISES TOUR**
- Working languages:** **Russian and English.** Translation is not provided.
- Contact persons:** **Tatiana Morozova**, AEB Committees Coordinator, tel. (495) 234 27 64, ext. 120, Tatiana.Morozova@aebrus.ru;

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