



OPEN EVENT AEB GR ACADEMY LAUNCH EVENT

GR IS EVERYWHERE: TIME TO CHANGE GEAR

AEB Conference Hall
September 10, 2024

PROGRAM

14:30 **Opening Remarks**
Tadzio Schilling, CEO, AEB

14:45 **Panel Session I**
From Firefighting to Strategic Decision Making: GR in the World of Tomorrow

After the outbreak of the 2020 Covid-19 pandemic and even more so after the events in February/March 2022, GR has become omnipresent: there is virtually no issue without a significant GR dimension, hence the title of the Conference: "GR is Everywhere". Leading GR experts will discuss how GR, the role of Associations has changed and how the function is undergoing increasing professionalization.

Panelists:

Alexey Grigoriev, Head of Representative Office, Metro Cash & Carry
Marina Balabanova, expert
Alexander Ivlev, Coordinator, FIAC
Rafael Zokhrabyan, General Director, Saint-Gobain
Expert invited (tbc)

Moderator: Vitaly Zhigulin, Partner, Kesarev

15:45 Coffee Break

16:00 **Panel Session II:**
More Than Just Connections: Success Factors and Professionalization of GR

GR activities help businesses communicate their position to government agencies, protect the interests of their company or industry, and come to a common understanding of how legal regulations should work. On the other hand, they also help to achieve positive results for a company or an entire industry.

Panelists:

Maria Kelembet, GR Director, Cian
Alexander Perekrest, GR Director, La Moda
Olzhas Satybaldin, GR Director, Astra Zeneca
Expert invited (tbc)

Moderator: Tagir Kalimullin, Vice President for GR, M.Video

17:00 Coffee Break

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17:15 **Panel Session III:
Beyond GR: Cross-Functional Cooperation and Crisis Management**

GR cases are often solved not only by GR specialists, but also by representatives of other functions in the company. It is mainly due to such interaction that the result is achieved, allowing the case to be solved in favor of the company.

Panelists:

Mikhail Maslov, Managing Partner, Maslov
Sergey Mikhailov, Managing Partner, Mikhailov & Partners
Yury Panasik, Partner, Kesarev
Expert invited (tbc)

Moderator: Arina Khodyreva, Vice President, Integrated Communications, PBN

18:00 **Closing remarks**
Tadzio Schilling, CEO, AEB

18:00 Networking

Language(s): Russian, English (no translation)

Contacts: Program:
Olga Silnitskaya, Deputy CEO, AEB
Registration:
Polina Skorovarova, Events Coordinator, Tel.: +7 965 216-43-59,
polina.skorovarova@aebrus.ru