



Association  
of European  
Businesses

**Open Event**  
**Language: RUS**

**8 September 2015 г.**  
**Conference Center AEB**  
Ul. Krasnoproletarskaya  
16, bln.3, 4<sup>th</sup> floor, office 8,  
Moscow

**Open Event organized by the AEB HR Committee**

## **HR IN SOCIAL NETWORKS**

- Moderator:** **Dennis Kaminsky**, Chairman of the AEB Recruitment Sub-Committee, Partner, FutureToday
- 14:00 – 14:30** **REGISTRATION AND WELCOME COFFEE**
- 14:30 – 15:00** **PLEASE WELCOME - VKONTAKTE**  
**Albert Usmanov**, Evangelist, VKontakte  
*(VKontakte team will tell about the audience of social networks in Russia and will share tools and HR cases)*
- 15:00 – 15:30** **EMPLOYER'S BRAND IN SOCIAL NETWORKS: MYTHS AND REALITY**  
**Marina Lebedeva**, Engagement and Resourcing Manager, JTI  
*(One of the largest companies in this highly regulated industry will explain how it works with the staff in social networks)*
- 15:30 - 16:00** **COMMUNICATION IN PROFESSIONAL SOCIAL NETWORKS: SECRETS OF APPEAL**  
**Tatiana Baskina**, Deputy Director General, ANCOR Professional  
*(The discussion will cover the difference in perception of a professional social network between a recruiter and a candidate. In an interactive format the speaker will share the secrets of effective communication in social networks: how to win the attention of the potential candidate)*
- 16:00 - 16:15** **COFFEE BREAK**
- 16:15 - 16:45** **SOCIAL NETWORKS AS A COMPETITIVE ADVANTAGE OF THE EMPLOYER "PROS" AND "CONS"**  
**Sofia Semenova**, Head of Internal Communications and Employer Branding, Volvo Group Russia  
*(How the results of a research on competitive groups in social networks enabled the company to decide on top resources for vacancies placement and build internal communications with employees)*
- 16:45 - 17:15** **BEST PRACTICES IN SOCIAL NETWORKS. RESULTS OF THE RESEARCH**  
**Dennis Kaminsky**, Chairman of the AEB Recruitment Sub-Committee, Partner, FutureToday  
*(The company will share new data based on the results of a unique research of the career pages of Russian employers in social networks)*
- 17:15 - 17:30** **DISCUSSION, Q & A SESSION**

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

**Contact person:** **Tatiana Morozova**, AEB Committees Coordinator, tel.: (495) 234- 27-64, ext. 120; [Tatiana.Morozova@aebrus.ru](mailto:Tatiana.Morozova@aebrus.ru)

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Association of European Businesses  
Krasnoproletarskaya str. 16, bld. 3  
127473 Moscow, Russia

Phone: +7 (495) 234 27 64  
Fax: +7 (495) 234 28 07

E-mail: [info@aebrus.ru](mailto:info@aebrus.ru)  
[www.aebrus.ru](http://www.aebrus.ru)