



Association  
of European  
Businesses



**AEBRUS.RU**

**June 2, 2026**

**Open Joint Event of AEB PR & Communications Committee and AEB Assessment, Training and Development Subcommittee of AEB HR Subcommittee**

# The profession of a public relations and communications specialist. Current trends

## **AEB Conference Hall**

68/70, Butyrsky val, bldg.1, Moscow  
10:30 – 12:30

**10:00**

**Registration and welcome coffee**

**10:30**

**Opening remarks**

Marina Tatarskaya, Chair of AEB PR & Communications Committee

**10:35**

**Where and what are communications specialists currently taught? Key educational trends**

Olga Peskova, Professor, Faculty of Creative Industries, Higher School of Economics

**11:05**

**Working with different generations. How to find the right approach**

Ekaterina Strizhova, Chair of the AEB Assessment, Training, and Development Subcommittee of HR Committee

**11:35**

**A model for assessing behavioral responses and communication styles. How to use and work effectively**

Irina Belogurova, PR and communications expert

**12:05**

**Q&A**

**12:25**

**Closing remarks**

**Language:** Russian, English

### **Contacts:**

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