



# ASSOCIATION OF EUROPEAN BUSINESSES

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Round Table organized by the AEB PR & Communications Committee

## Social Corporate Responsibility

Tuesday, March 13<sup>th</sup>, 2012

10:00 - 13:00 (registration from 9:30)

AEB premises, office 8

Ul. Krasnoproletarskaya, 16, bld.3, entrance 8, 4<sup>th</sup> floor, Moscow

OPEN EVENT

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*Moderator: Igor Reichlin, chairman of AEB PR & Communications Committee*

**9:30 - 10:00**

**Registration & welcome coffee**

**10:00 - 10:10**

**Opening remarks:**

*Igor Reichlin, chairman of AEB PR & Communications Committee*

**10:10 - 10:25**

**How to inform Society about CSR: Effective technologies**

*Tatiana Bachinskaya, Chief Editor of magazine "Business and Society"*

**10:25 - 10:40**

**Social Media Bank: new horizons**

*Liya Sidlina, CSR Manager, BAT Russia*

**10:40 - 10:55**

**Economic advantages of CSR programmes**

*Alexander Lantsov, Director of BDO in Russia*

**10:55 - 11:10**

**Diabetes prevention as an integral part of NovoNordisk CSR strategy**

*Jana Kotukhova, Public affairs & Communication manager in Russia & CIS, NovoNordisk*

**11:10 - 11:25**

**To engage and to retain. How to build internal communications effectively**

*Elena Sidorenko, Operations Director, Staffwell*

**11:25 - 11:40**

**CSR in action: "A Women's world, a better world?" or how to promote diversity in an international Group**

*Catherine Trotin, PR Manager, Mazars*

**11:40 - 11:55**

**Cooperation between business and noncommercial sector within social exchange**

*Roman Zlatkin, Business Development Director, Cloudwatcher*

**11:55 - 12:10**

**CSR programmes: how to choose right direction**

*Galina Skatkina, Associate Director Head of Corporate and Public affairs Practice, FHV*

**12:10 - 13:00**

**Open floor discussion**

**Closing remarks:** *Igor Reichlin, Chairman of the AEB PR & Communications Committee*

Working languages: Russian & English

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