



CROSS-SECTORAL COMMITTEES

PUBLIC RELATIONS & COMMUNICATIONS COMMITTEE



CHAIRPERSON:

MARINA TATARSKAYA,
FERRERO CIS-AN REGION

The AEB Public Relations & Communications Committee was established in 2008 to bring together experts in PR and corporate communications, as well as create a platform for exchanging information and advising on issues of applying successful international PR practices in Russia. The Committee holds regular meetings and events for PR professionals looking to improve their level of professionalism and establish relationships with key stakeholders. Representatives of AEB member companies as well as external experts are invited to participate in such meetings.

In the context of the globalization of the communication space, the issues of corporate brand promotion and the management of reputation risk are particularly relevant. Currently, one of the key issues for the PR industry is the development of and interaction between traditional and new media. Another relevant trend in the PR industry is associated with the economic digitization processes and the growing role of social media in communications.

International studies show that all stakeholder groups are currently paying great attention to the topic of ESG and sustainable development. The Committee acts as a reliable partner and seeks to increase public awareness of the need to implement responsible business practices, including by inclusion in the agenda of such issues as minimizing the operational impact on the environment, using renewable resources, improving production efficiency, etc. In so doing, the Committee actively promotes the importance of this agenda for strengthening the corporate brand.

The Committee aims to serve as a discussion platform and holds annual "Meetings with the Media" with leading media

sources. This format enables PR specialists to receive professional recommendations and increase their competencies in planning news content, working with newsworthy issues in the digital information space, and promoting corporate news, which contributes to the formation and strengthening of the corporate brand at the federal level.

In the current conditions, the competencies and skill set of a PR professional require constant updating and innovation. That is why this aspect is one on which the Committee continually focuses. One of the key areas of the Committee's work is holding meetings with Russian and international experts to discuss a range of issues related to the global trends and challenges in the PR industry and their correlation with Russian realities.

The Public Relations & Communications Committee organizes its work and operates within the framework of AEB's mission. All meetings and events organized by the Committee are aimed at building and maintaining the reputation of AEB as a responsible partner and public relations participant, sharing the principles of openness, inclusiveness, and interaction with external audiences on a wide range of issues. The Committee encourages AEB to share best practices for mutual enrichment.

RECOMMENDATIONS

- › The Public Relations and Communications Committee actively promotes the idea of the importance of the sustainable development for the formation of a corporate brand. Leading European companies have a high level of

expertise in this area and pay special attention to the implementation of these practices at the global and local levels. The Public Relations and Communications Committee intends to continue to be active in this area and calls on other AEB Committees to cooperate in order to organize and conduct joint meetings that could become an effective platform for expanding interaction with stakeholders.

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**More information on the
Committee page**