



Association
of European
Businesses

**OPEN EVENT
LANGUAGE: RUS**

**October 18, 2022
14:00-15:30**

Open event organized by the AEB Public Relations & Communications Committee

Online
(Zoom)

CHANGES IN THE REGULATION OF DIGITAL ADVERTISING: NEW OBLIGATIONS FOR ADVERTISERS AND TECHNICAL SOLUTIONS

PROGRAM

Moderator: **Marina Tatarskaya**, AEB PR & Communications Committee Chairperson

14:00 – 14:05 WELCOME SPEECH
Marina Tatarskaya, AEB PR & Communications Committee Chairperson

14:05 – 14:25 NORMATIVE FRAMEWORK FOR THE NEW REGULATION OF DIGITAL ADVERTISING
Tatyana Sviridova, Senior Associate and **Irina Shurmina**, Counsel, Head of Digital Law, SEAMLESS Legal

14:25 – 14:45 NEW REQUIREMENTS ON DIGITAL MARKING: WHO DOES THE AMENDMENTS TO THE ADVERTISING LAW APPLY TO?
Marianna Ivanova, Co-Chair of AKAR Lawyers' Section, Head of the Legal Department of LLC "GPM Radio" Association of Communication Agencies of Russia (APIP)

14:45 – 15:05 ADAPTATION OF INTERNAL PROCESSES: EXPERIENCE IN IMPLEMENTING CHANGES TO DIGITAL ADVERTISING
Nikolay Kiselev, Co-Chair of the Association for the Development of Interactive Advertising (AKAP) Committee on Digital Video Ad, Director of Media Operations Support of Digital Alliance

15:05 – 15:25 QUESTIONS & ANSWERS

15:25 - 15:30 CLOSING REMARKS

Working language: **Russian**, simultaneous translation will NOT be provided.

Contact person: **Program – Abridul Mamadvalieva**, Committee Coordinator, tel.: +7 (495) 234 27 64, ext. 122, abridul.mamadvalieva@aebrus.ru

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