



**OPEN EVENT
LANGUAGE RUS**

July 27, 2023
10:00-12:00
(Moscow, Butyrsky
Val st. 68/70c1,
office 13 and
ZOOM)

**Open event organized by the AEB PR and Communications
Committee**

Hybrid format

PR & CORPORATE COMMUNICATIONS TODAY. CHANGES, CHALLENGES AND PERSPECTIVES.

PROGRAM

Moderator: **Marina Tatarskaya**, Chair of the AEB PR and Communications Committee, IACC Manager, CIS-An region, Ferrero

10:00-10:15 **OPENING REMARKS**

10:15 -11:00 **TRENDS AND CHANGES IN THE MODERN COMMUNICATION LANDSCAPE AND ADAPTING COMMUNICATION STRATEGIES OF INTERNATIONAL COMPANIES TO THE CURRENT INFORMATION AGENDA**

Evgenia Kondrasheva, Director, New Business and Strategy, maslov:agency

11:00-11:45 **HOW TO COMMUNICATE TODAY: THE ROLE OF THE PR SPECIALIST AND COMPANY SPEAKER**

Speakers: **Arina Khodyreva**, Vice President of Integrated Communications, PBN
Olga Streltsova, Marketing Communications Manager, DHL
Anna Shchepilova, Head of Corporate & External Communications, METRO CC Russia
Evgenia Kondrasheva, Director, New Business and Strategy, maslov:agency

11:45-11:55 **DISCUSSION. Q&A**

11:55-12:00 **CLOSING REMARKS**

Marina Tatarskaya, Chair of the AEB PR and Communications Committee, IACC Manager, CIS-An region, Ferrero

Work language: **Russian** (translation into English is not provided)

Contact faces: **Program:**
Kristina Lobacheva, AEB PR and Communications Committee Coordinator, tel.: +7 (965) 216 43 83, Kristina.lobacheva@aebrus.ru

Registration:
Polina Skorovarova, event coordinator, tel. +7 (495) 234 27 64, ext. 128,
polina.skorovarova@aebrus.ru



Телеграм-канал
АЕБ

Присоединяйтесь!

@aeb_news