



Association
of European
Businesses

OPEN EVENT
LANGUAGE: RUS

3 December 2020
15:00 – 16:45

Zoom

AEB HR Committee, Recruitment Sub-committee

HOW TO STRENGTHEN THE EMPLOYER'S BRAND IN NEW REALITY

PROGRAMME

Moderator: **Irena Alekritskaya**, Chairperson of the Recruitment Sub-Committee
Managing Consultant, Industrial Dept., Antal Russia

- 15:00 – 15:05** **WELCOME WORDS**
Irina Aksenova, Chairperson of the AEB HR Committee, Deputy General
Manager, Key Accounts, Coleman Services
- 15:05 – 15:25** **NESTLE YOUTH EMPLOYMENT INITIATIVE AS POWERFUL DRIVER OF
EMPLOYER BRAND**
Anastasia Teploukhova, Talent Acquisition Manager, Nestle
- 15:25 – 15:45** **"WELL BEING" AS A NEW POWERFUL TOOL FOR EMPLOYER BRANDING**
Alsy Polyakova, HR Leader GE Healthcare RCIS, GE Healthcare
- 15:45 – 16:10** **SHIFT IN INTERNAL COMMUNICATIONS AND PEOPLE ENGAGEMENT
ACTIVITIES DURING REMOTE WORK IN PANDEMIC**
Margarita Kiriyyenko, Manager People Engagement and Internal
Communications in Philip Morris Russia
- 16:10 – 16:30** **SUPPORTING THE EMPLOYER'S BRAND DURING STAFF LAYOFFS**
Daria Afanasyeva, Head of Brands Practice, ANCOR
Maria Guseva, Recruitment Coordinator, Human Resources and General Affairs
Department, Nissan
- 16:30 – 16:45** **SESSION OF QUESTIONS AND ANSWERS**

Working language: **Russian.** Simultaneous translation is provided.

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