

## FLAGSHIP MODULE " GR MANAGEMENT. METHODS AND TECHNOLOGIES OF INTERACTION WITH PUBLIC AUTHORITIES"

October 23-24, 2025; 10.00-18.00

AEB Conference Center (Butyrsky Val 68/70 building 1)

### PROGRAM

Time	Description
<b>October 23</b>	
10.00 –11.30	The process of passing legislative initiatives in the Russian Federation: <ul style="list-style-type: none"> <li>– who can initiate?</li> <li>– procedural features</li> <li>– opportunities and channels for representing the position and interests of non-state stakeholders</li> </ul>
11.30 –11.45	Coffee - Break
11.45–13.15	Methodology and basic GR tools: <ul style="list-style-type: none"> <li>– how to create a stakeholder map?</li> <li>– how to conduct regulatory monitoring and analysis?</li> </ul> <i>Company case</i>
13.15 –14.00	Lunch
14.00 – 16.00	Methodology and basic GR tools: <ul style="list-style-type: none"> <li>– how to conduct regulatory monitoring and analysis?</li> <li>– how to master issues management?</li> </ul>
16.00 – 16.15	Break
16.15 – 18.00	Interactive group task
<b>October 24</b>	
10.00 – 11.30	<ul style="list-style-type: none"> <li>– The role of business associations in building a GR strategy. How to use membership in business associations</li> <li>– Dialogue with the CEO. Company case</li> </ul>
11.30 – 11.45	Break
11.45 –13.15	How to hold meetings with officials and manage crisis situations
13.15 – 14.00	Lunch
14: 00 –15: 00	Interactive group task
15.00 –16.00	The process of passing legislative initiatives in the EAEU: <ul style="list-style-type: none"> <li>– procedure for initiating and making decisions in the EEC</li> <li>– interaction with national authorized bodies</li> </ul>
16.00 –16.15	Coffee - Break
16.15 – 17.30	Interactive group task

 Teachers: **Yuri Panasik**, Partner, Kesarev; **Vitaly Zhigulin**, Partner, Kesarev

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