

EMPLOYER BRANDING – KEY TO SUCCESS

 Thursday, May 19th, 2011

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**Marriott Grand Hotel,
26/1, Tverskaya str.**

	COMPENSATION & BENEFITS (Hall I)	RECRUITMENT (Hall II)	ASSESSMENT, TRAINING & DEVELOPMENT (Hall III)
8.15 – 09.00	- REGISTRATION -		
09.00 – 09.10	Welcome speech – Dr. Frank Schauff, CEO, Association of European Businesses		
09.10 – 09.30	Overview of HR in Russia – Olga Bantsekina, Chair of the AEB HR committee, Chief representative, Coleman Services		
09.30 – 10.30	Building Outstanding Teams (Leadership for New Times) - Alfredo Jose Assumpcao, CEO and Partner, Fesa Global Executive Search, Brazil		
10.30-11.00	COFFEE		
11.00 – 12.30	<p><u>Embedding the brand</u></p> <p><i>Chaired by Ruxandra Stoian, PwC</i></p> <p>Measuring the impact of employer branding Ruxandra Stoian, Partner, Human Resource Consulting, PricewaterhouseCoopers</p> <p>Our journey to “employer of choice” valley Elena Ivanova, HR Director, Nutricia Russia and Kazakhstan and Anastasia Lyutinskay, HR Business Partner Nutricia Russia, Medical, Marketing, Sales</p> <p>Employer branding for highly regulated industry –AstraZeneca best practice Anastasia Bikineeva, Recruitment Lead, AstraZeneca</p>	<p><u>Selling the brand</u></p> <p><i>Chaired by Michael Germershausen, Antal Russia, General Director</i></p> <p>Employer brand management in the course of merging and rebranding Ulan Ilishkin, Deputy CEO Rosbank, Societe Generale Group</p> <p>Topic tbc Irina Kibina, Vice President, Public Relations, TNK-BP</p> <p>Employer brand importance on the Russian candidate market Yuri Efronin, Operation Director, Kelly OCG</p>	<p><u>Building the brand</u></p> <p><i>Chaired by Tatiana Khvatinina, General Director, SHL</i></p> <p>Building employer brand Tatyana Khvatinina, General director, SHL</p> <p>Health and safety programmes as a new tool to build employer brand Philip Rybakov, HR Vice President, JTI Marketing and Sales</p> <p>Moving forward together Konstantin Mokhnachev, Director Personnel and Tatyana Patrusheva, Head of recruitment and integration department, Michelin Russia and CIS</p>
12.30 – 13.30	- LUNCH -		
13.30 – 14.30	<p>Leveraging global brand in attracting future employees Blackie Swart, Citibank, HR Director Russia and CIS</p> <p>Employer value proposition: what C&B policy can retain the best people? Natalya Duvanova, HR Director, BASF, Russia & CIS</p>	<p>Topic tbc Nadia Chubarova, Executive HR Director Eastern Europe Avon Beauty Products Company</p> <p>Employer brand perception by potential employees Olga Dremalova, HR Director, Castorama Russia</p>	<p>Employer branding in the spotlight –Outward and inward Focus based on MTC and BAT-</p> <p>Speakers:</p> <p>Ekaterina Rodyunina, Consultant and Senior Account manager, Talent Q Pro Ltd</p> <p>Vera Kudryashova, HR Policy dept Director and Marina Derevleva, Head of Corporate University, MTC</p>
14.30 – 15.00	COFFEE		
15.30 -17.00	Business Leaders’ Panel Discussion (Joerg Bongartz, Chairman of the Board, Deutsche Bank, Bruno Ancelin, Managing Director for Russia, Renault-Nissan, Jaron Wiedmaier, General Director, Continental Tires Rus, Guido Oberwald, CEO Saturn, Nikolay Pryanishnikov, President, Microsoft, Russia, Thomas Staertzel, Managing Director, Porsche Russland) – moderator Anne Ramsay, HR Director, Kellogg’s, Deputy chairman of the HR committee		

- Closing of the conference -