



Association
of European
Businesses

BUSINESS MEETING
Languages: RUS

October 21st, 2014
10:30 – 15:00
AEB Conference Center,
Krasnoproletarskaya str. 16,
bld. 3, entr. 8, 4th floor

REPUTATION STRESS-TEST:
A BUSINESS GAME

AGENDA

Moderators: **Igor Reichlin**, AEB PR & Communications Committee Chairman, Managing Partner, Reichlin & Partners LLC

Luba Gurova, Partner, Chief Consultant Reichlin & Partners

10:30-11:00 **REGISTRATION AND WELCOME COFFEE**

11:00-11:10 **WELCOME ADDRESS**
Frank Schauff, Chief Executive Officer, AEB (TBC)

11:10-14:10 **BUSINESS GAME**

- **INTRODUCTION TO THE GAME (20 MINUTES)**
- **PREPARATION (30 MINUTES)**
- **REPUTATION STRESS-TEST (1.5 HOURS)**
- **ANALYSIS AND DISCUSSION (40 MINUTES)**

13:10-14:00 **COFFEE AND NETWORKING**

Contact person: **Tatiana Morozova**, AEB Committees Coordinator, Tel: +7 495 234 27 64, ext.120; Tatiana.Morozova@aebrus.ru

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