



ASSOCIATION OF EUROPEAN BUSINESSES

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Round Table organized by the AEB PR & Communications Committee

Social Media

Friday, May 25th, 2012

10:00 - 12:30 (registration from 9:30)

AEB premises, office 8

Ul. Krasnoproletarskaya, 16, bld.3, entrance 8, 4th floor, Moscow

OPEN EVENT

Moderator: Igor Reichlin, chairman of AEB PR & Communications Committee

- 9:30 - 10:00** **Registration & welcome coffee**
- 10:00 - 10:10** **Opening remarks:**
Igor Reichlin, chairman of AEB PR & Communications Committee
- 10:10 - 10:30** **Social Media-how to build customer relations during an opening process and pitfalls to avoid**
Oliver Horn, General Manager of InterContinental Moscow Tverskaya Hotel"
- 10:30 - 10:50** **Promotion of charitable initiatives in Social Media: successes and challenges**
Roman Sklotskiy, Executive Director, Big Brothers Big Sisters of Russia
- 10:50 - 11:10** **Pratt & Whitney Social Media Experience**
Elena Adamenko, PR/Communications Manager, United Technologies International Operations, Russia
- 11:10 - 11:30** **Social Media in B2B: Who needs it?**
Maria Vernomudrova, Communications Manager CISSEE, DHL Express
- 11:30 - 11:50** **Social Media Monitoring for Managing Corporate Reputation on the Internet**
Alexander Zarovsky, Chief Business Development Officer, Infowatch
- 11:50 - 12:10** **Leading Change with Social Media**
Anastasia Evdokimova, Public Relations Director EF Russia & CIS
- 12:10 - 12:30** **Open floor discussion**
Closing remarks: *Igor Reichlin, Chairman of the AEB PR & Communications Committee*

Working languages: English

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