



Association
of European
Businesses

Open event
Languages: ENG, RUS

4 December 2017
15:30-18:00
AEB Conference Centre
68/70 bld.1 Butyrsky Val
Moscow

DEVELOPING INTERNAL COMMUNICATIONS IN A COMPANY

Joint open event organised by the AEB PR & Communications Committee and the AEB HR Committee

PROGRAMME

- 15:00 – 15:30** **REGISTRATION AND WELCOME COFFEE**
- 15:30 – 15:45** **INTRODUCTORY REMARKS BY THE CO-MODERATORS**
Tatiana Baskina, Chairperson of the AEB Recruitment Sub-Committee, Deputy Director General, Professional Community Affairs, ANCOR
Marina Tatarskaya, Deputy Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 15:45 – 16:00** **INTERNAL COMMUNICATIONS: FORMATION AND TRENDS**
Maria Mordvinova, Head of educational program "Advertising and PR", Department of Integrated Communications, National Research Center Higher School of Economics
- 16:00 – 16:15** **EFFECTIVE INTERACTION OF HR AND PR SERVICES IN A COMPANY SYNCHRONISATION OF INTERNAL AND EXTERNAL COMMUNICATIONS**
Anton Lovtakov, Assistant Director of Human Resources, Four Seasons Hotel
- 16:15 – 16:30** **125 YEARS OF SHELL BUSINESS IN RUSSIA. INTEGRATED APPROACH TO COMMUNICATIONS**
Maria Reutskaya, Internal Communications and Social Investment Advisor, Shell
- 16:30 – 16:45** **INTERNAL COMMUNICATIONS IN CORPORATE PR IN A COMPANY: TEBODIN CASE**
Svetlana Vasileva, PR Manager, Tebodin
- 16:45 – 17:00** **DIGITAL TOOLS IN INTERNAL COMMUNICATIONS**
Irina Kolbukova, Head of Human Resources, Orange Business Services

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17:00 – 17:15 **INTERNET VS. INTRANET FOR INTERNAL COMMUNICATIONS – WHAT IS BETTER?**

Irina Degtyareva, PR & Internal Communications Manager, Ferrero Russia

17:15 - 18:00 **EXPERTS' PANEL**
INTERNAL COMMUNICATIONS: REQUIREMENTS, SPECIFICS, "BIG DATA VS. SMALL DATA"

Moderator: Tatiana Baskina, Chairperson of the AEB Recruitment Sub-Committee, Deputy Director General, Professional Community Affairs, ANCOR
Sergey Mozhenin, Partner, Antal Russia
Irina Zarina, Managing Director, CEB SHL Russia & CIS
Karina Kravtsova, HR Director, Mazars
Olga Gulyaeva, Head of HR, ManpowerGroup Russia & CIS

DISCUSSION, Q & A SESSION

Working languages: **English** and **Russian**. Translation will not be provided.

Contact person: **Tatiana Morozova**, AEB Committees Coordinator, tel.: (495) 234-27-64, ext. 120, Tatiana.Morozova@aebrus.ru

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