



Social Media and Corporate Internet Technology

Open Event organized by the AEB PR & Communications Committee

Wednesday, December 5th, 2012

9:30 - 11:00 (registration starts at 9:00)

AEB Conference Center, office 8

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

Open Event

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

9:00 - 9:30 Registration and welcome coffee

9:30 - 9:40 Opening remarks:
Frank Schauff, AEB CEO

9:40 - 10:40 Social Media and Corporate Internet Technology :

- Social media strategy and planning
 - Blogger/Influencer outreach
 - Digital PR & Social Media press releases
 - Community management (Facebook, Twitter, Google+, Instagram, etc)
 - Digital content creation (videos, games, iPhone and web apps, etc)
 - Video sharing (YouTube, Vimeo, etc)
 - Social media advisement & education
 - Emerging digital trends and digital platforms, and how they are best utilized
- Michelle Shildkret - Digital Strategist, Social Media Expert and Trend Forecaster, New York, USA*

10:40 - 11:00 Questions & Answers

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