



Association  
of European  
Businesses

Open Event  
Language: RUS

Open Event organised by the AEB Assessment, Training &  
Development Sub-Committee, AEB HR Committee

26 June 2017  
15:00-18:00  
(registration at 14:30)  
AEB Conference Centre  
Ul. Krasnoproletarskaya  
16, bld.3, floor 4, office 8,  
Moscow

## “LEARNING BY DOING : REAL LIFE CASES”

### Moderator:

**Irina Zarina**, Chairperson of the AEB Assessment, Training &  
Development Sub-Committee, Managing Director, CEB SHL Russia & CIS

14:30 – 15:00

**REGISTRATION AND WELCOME COFFEE**

15:00 – 15:10

**WELCOME REMARKS**

**Michael Germershausen**, Chairman of the AEB HR Committee, Managing  
Director, Antal Rusia

15:10 – 15:20

**LEARNING BY DOING: GLOBAL BEST PRACTICES**

**Irina Zarina**, Chairperson of the AEB Assessment, Training &  
Development Sub-Committee, Managing Director, CEB SHL Russia & CIS

15:20 – 15:40

**EDUTAINMENT- LEARNING BY PLAYING**

**Marina Semenova**, Managing Director & Shareholder, Intermark Relocation  
**Anastasia Brykina**, Head of Training and Development Department, Intermark  
Relocation

15:40 - 17:30

**LEARNING BY DOING: HOW TO CHANGE ATTITUDE TOWARD “NON-  
INTERESTING” TOPIC.**

**KIPS – KASPERSKY SIMULATION ON CYBER-SECURITY FOR NON-  
EXPERTS**

*(Kaspersky Lab will present KIPS as an example of gamification)*

**Vyacheslav Borilin**, Security Awareness Program Head, Kaspersky Lab.  
**Olga Teplova**, Security Awareness Program Manager, Kaspersky Lab.

17:30 – 18:00

**DISCUSSION, Q & A SESSION**

**Working language:** Russian, Translation will not be provided

**Contact person:**

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