

AEB

Organizational Support of Visits of Delegations, Missions, and Events

1. Organizational support of visits to the Region:
 - meeting;
 - selection of hotels, hotel reservations and accommodations;
 - transfer services, provision of transport;
 - arranging travel throughout the Region;
 - escort;
 - arranging security services;
 - arranging secretarial and translating services.
2. Consulting on issues of doing business in the Region.
3. Forming a list of key business contacts in regional governmental authorities and business community, depending on objectives.
4. Arranging business meetings with key contacts and customers.
5. Arranging and holding round tables, workshops, and multilateral meetings.

Regional Mass Media Communications

1. Development of a cooperation plan with regional mass media, forming newsbreaks.
2. Arranging and holding press conferences and topical media events.
3. Arranging and holding press tours.
4. Arranging and providing regional mass media visits escorts to the region, business programs, investment projects, etc.
5. Arranging exclusive meetings and ensure cooperation with managers of leading regional mass media.
6. Preparing and arranging exclusive publications and interviews.
7. Current and retrospective monitoring of regional mass media.
8. Preparing regional sectoral and topical digests.

Goodwill Management and Promotion Communications

1. Developing strategies for promotion of companies and their projects in the Region with regard to the regional specifics.
2. Arranging and ensuring participation in regional forums and conferences.
3. Arranging and holding presentations of investment and other business projects in the Region.
4. Implementation of corporate and personal goodwill building programs and networking in the Region's key target groups:
 - regional governmental authorities and local authorities;
 - regional business community, business associations, and sectoral associations;
 - business partners, regional shareholders;
 - local community, population;
 - leading regional non-profit organizations.
5. Commercial support of organization of sponsorship and charity, and individual events held in the Region.

Advertisement and Marketing Communications

1. Development and implementation of integrated advertising programs and implementation of integrated advertising programs in the territory of the Region.
2. Placement of advertisement materials on all kind of carriers:
 - leading regional print media;
 - leading regional TV/radio channels;
 - outdoor advertisement;
 - Internet resource.
3. Arranging and carrying out direct mailing of advertising information materials in accordance with the target group address program and specialized regional databases.
4. Placement of all types of advertisement materials at key regional events, forums, conferences, etc.
5. Arranging and support of participation in key regional advertisement events and exhibitions.

Financial and Investment Communications

1. Forming and implementation of programs of development of contacts and communications with regional companies interested in investments.
2. Communicating with regional shareholders.
3. Information support of shareholders meetings.
4. Information support of acquisitions, mergers, and reorganizations.