



Association  
of European  
Businesses

**Open Event**  
**Language: RUS**

**26 June 2015 г.**  
**Conference Center AEB**  
Ul. Krasnoproletarskaya  
16, bln.3, 4<sup>th</sup> floor, office 8,  
Moscow

**Open Event organized by the AEB PR & Communications Committee**

## **SOCIAL MEDIA: PROFIT, LOSS OR NECESSITY?**

### **PROGRAMME**

- Moderator:** **Igor Reichlin**, Chair of the AEB PR & Communications Committee, Managing Partner, Reichlin & Partners
- 09:00 – 09:30** **REGISTRATION AND WELCOME COFFEE**
- 09:30 – 09:40** **OPENING REMARKS**  
**Igor Reichlin**, Chair of the AEB PR & Communications Committee, Managing Partner, Reichlin & Partners
- 09:40 – 10:00** **SOCIAL NETWORKS AS A WAY TO CREATE A COMMUNICATION PLATFORM BETWEEN RESIDENTS OF TECHNOLIS “MOSCOW”**  
**Olga Pavlikova**, Director, Marketing & PR, Technopolis Moscow
- 10:00 - 10:20** **PROMOTION OF A SERVICE COMPANY IN SOCIAL NETWORKS**  
**Maria Gorbakon**, PR-specialist, ANCOR
- 10:20 – 10:40** **MARKETING IN SOCIAL NETWORKS – A LITTLE ABOUT EVERYTHING**  
**Nina Anigbogu**, Senior Marketing and International Programmes Manager
- 10:40 - 11:00** **FAST-MOVING CONSUMER GOODS (FMCG) IN SOCIAL MEDIA**  
**Alexandra Tsygankova**, Digital Manager, Ferrero Russia
- 11:00 - 11:20** **SOCIAL MEDIA: CHANGES IN BEHAVIORAL PATTERNS OF CONTENT CONSUMPTION**  
**Andrey Yablonskikh**, Director of mobile communications agency Mobydee
- 11:20 – 11:50** **DISCUSSION, Q & A SESSION**
- 11:50 - 12:00** **CLOSING REMARKS**  
**Igor Reichlin**, Chair of the AEB PR & Communications Committee, Managing Partner, Reichlin & Partners

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

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