



**MOSCOW
CHAMBER OF COMMERCE
AND INDUSTRY**

**The business reputation of a company and its top officials: online and offline.
Hybrid roundtable.**

Date: 21 January 2022
Time: 14:00-17:00.
Place: Small Hall of the Moscow Chamber of Commerce and Industry (MCCI) and on Zoom.
Moderator: Suren Oganosovich Vardanyan, Vice President of the MCCI

PROGRAM

14:00 – 14:05	<u>Opening remarks</u> Suren Vardanyan Vice President of the Moscow Chamber of Commerce and Industry.
14:05-14:20	Business reputation and reputational risks: the concept and specific features. Speaker – Vladimir Balakin, President of the National Association of Compliance (NAC), author of the “Integrated compliance system” methodology.
14:20-14:35	The impeccable corporate reputation: creation and management. What happens if you do not manage your company’s reputation? Speaker – Dmitry Sidorin, founder and director of Sidorin Lab, Head of the Internet Technology Department of Synergy Business School.
14:35-15:50	Looking at your company from a compliance standpoint. Speaker – Denis Primakov, Candidate of Science, Law, Director of International Law and Compliance at State Corporation Faberlic, Associate Professor of RFTA of the Ministry of Economic Development.
15:50– 16:05	Legal protection of business reputation. Speaker – Alexander Bezborodov, Lawyer, Partner of the International Law Firm ADVANT Beiten.
16:05 – 16:20	Your personal reputation and everyday public image: instructions on establishing them. Speaker – Ekaterina Dronova, Director of the Academy of Diplomatic and Business Etiquette.
16:20 – 17:00	Discussion/Q&A.