

SPIBA May 2016 events

May 17th – SPIBA HR Committee held an event on the topic “The effectiveness of HR function during the crisis times or is there life without a budget?” during which the question how to retain the high level of HR effectiveness in crisis times and without a budget was discussed. Namely, how to continue develop and train staff, develop system of incentives and improve working conditions? Evgeniy Kreslavskiy, Director of “New opportunities” Institute, told how to manage motivation in crisis times. Dmitry Mikhailov, General Director of “Nissan Manufacturing Rus”, made a



presentation on the topic «Automotive cluster – the way out of the crisis». Yuriy Romanchev, Head of recruitment and development of the employer brand, and Oleg Nazarov, Head of the department of labor protection, Northern Capital Gateway (Pulkovo), shared the



information with the audience about the instruments of labor protection costs reduction without the loss of effectiveness.

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May 25th – SPIBA General Meeting on the topic: “Transport development of territories” took place in The State Hermitage Museum Official Hotel in St Petersburg. Nikolay A. Asaul, Deputy Minister of Transport of the Russian Federation, became an honorable guest of the event. Nikolay A. Asaul gave detailed answers to all questions. What is more, Deputy Minister prepared written [answers](#) to the [questions](#), which were sent to Nikolay A. Asaul beforehand by the association members.



The greeting of the new SPIBA members also took place during the General Meeting.



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May 31st – SPIBA Marketing and Communications Committee organized the event on the topic: “Brand: the power of personality”. The event was dedicated to the creation and development of the personal brand. Olga Chernyshova, Managing partner of BC Communications, made a speech about contemporary heroes as a brand of personality and about the promotion of the corporate brand through the personal brand. Alexander Tsyppkin, Strategic PR expert, publicist, raised the topic of the necessity of



the own brand’s development on the local level: on the work, in your team, among your friends. Svetlana Vronskaya, Director, Marketing & Corporate Communications, KORUS Consulting told the audience about PR of General Director with the help of the example of the company where



she works. Anna Izmailova, Sales and Marketing Director of Stockholm School of Economics Russia, shared several techniques and instruments of building a personal brand. Marina Panfilova, Strategic planning consultant, made a review of the innovational brand development: world’s trends in the sphere of digital branding, the development of artificial intelligence in terms of the information analysis and the focus on generation “Z”. Grigorii Khazagerov, journalist, external communications consultant, made some examples of the speech strategies of forming the personal brand from the point of rhetorical instruments.



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May 6th – SPIBA members meeting with the representatives of the Committee on the Environment, Protection Environment and Ecological Safety of St Petersburg on the issue of the review competition dedicated to the up-coming Year of Ecology in Russia.

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May 11th – SPIBA Committee on Quality of life: the seminar dedicated to the issues of health and active longevity.

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May 13th – SPIBA Industrial and Legislation and Lobbying Committees: Discussion of the problems of goods classification in accordance with the HS of the EEU.

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May 18th – Look@Hyundai

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May 19th – Expat life in Russia: guidelines to success in the Bar Nove of Hotel Domina Prestige.

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May 26th – SPIBA HR Committee: round table "Verifying compliance with labor legislation and legislation on personal data. Recent trends and training experience, passing and appeal the results of audits"

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May 27th – Look@Biocad

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May 27th – “Have time to show...” exhibition in KGallery.

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