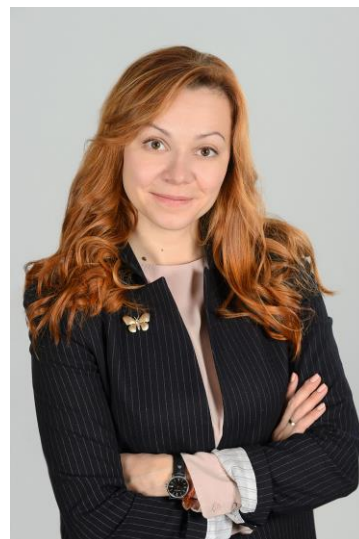


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Dear SPIBA Members,

It is truly an honour for me to participate in the Co-Chairperson elections for the SPIBA Marketing & Communications Committee for 2019-2020.

The Committee is one of the most active within the Association, in my opinion, and I believe that its activities over the next few years might be further developed in the following key areas:

- Determine the most interesting and relevant PR and Marketing issues to SPIBA members by survey.
- Continue the practice of organising regular meetings, seminars and master-classes with:
 - Leading representatives of the BD sector;
 - Chief editors and distinguished representatives of leading local media sources;
 - Directors of design, advertising and event management companies;
 - Charity associations and organisations;
 - PR departments of the St. Petersburg and Leningrad oblast authorities;
 - Others

to develop best practices, case studies and ways of cooperation.

- Promote the work of Association by initiating and participating in the organisation of SPIBA social events and cooperating with media representatives.

In addition to the above, please let me add a few words about myself.

As Marketing & Communications Manager at Dentons' St. Petersburg office, I provide full coordination and management of events (business breakfasts, conference participation, and sponsorships), manage PR issues, and organize and coordinate advertising campaigns. I'm also setting up a loyalty programme for existing clients and a communication programme for potential clients.

Before joining Salans now Dentons (in January 2011) I worked as a Marketing Coordinator at DLA Piper since January 2006. I graduated from St. Petersburg State University, Economics Department (Information Systems in Economics).

Looking forward to participate in the Co-Chairperson elections and hope that my profile will add some value to the position if elected.