

**NATIONAL  
BUSINESS  
FORUMS**



**BUSINESS  
EVENTS  
AGENCY**

## ABOUT NBF

The agency has proved itself to be a facilitator of upper class conferences upon following topical courses:

- **CULTURE.BUSINESS.RF** – consolidation of a branch and its financial structures with the state aimed to evolvement of Russia's cultural grandeur.
- **FINANCIAL FORUMS** – evolution and engagement of economical, legislative and practical interaction between financial and credit organizations and real economy, state and each other.
- **PROJECT: ATMOSPHERES** – expert evaluations and predictions for economic, political and social development of Russia.

Topical courses expected to be launched in 2012:

**INSURANCE IN RUSSIA**  
**RUSSIAN TOURISM FORUMS**  
**PROJECT FINANCING**  
**AGRICULTURAL SECTOR**

## ABOUT NBF



Agency for business events “National Business Forums” is a professional facilitator of any format events. Our employees will take charge of all issues related to organization of business events, conferences, symposiums, round tables and working meetings, presentations and exhibitions, corporate events and parties as well as any special-purpose events and campaigns.

Any event, a training or a seminar, a forum or a conference, a round table or a symposium, will become a significant event established in strict compliance with your request.

Specialists of our agency have facilitated a lot of events of all kinds. We have major experience in following fields:

- 1 Prerangement and implementation of a business event
- 2 Facilitation of corporate parties, presentations for a target audience
- 3 Organization of participation in exhibitions of any line
- 4 Facilitations of special-purpose events and campaigns
- 5 Events in Russian regions and abroad

Our projects' geography involves not only Moscow but other Russian regions too.

We'd be pleased to consult you and help you find an optimal solution for a proposed event of any class and budget.

## CORPORATE FRAMEWORK

### NATIONAL BUSINESS FORUMS

#### COMMERCIAL DEPARTMENT

##### CALL CENTRE

- ▶ Rubricating
- ▶ Plotting the intercourse
- ▶ Processing the incoming/dialed calls
- ▶ Cold call presentation
- ▶ Compilation and maintenance of actual customer base

##### SALES DEPARTMENT

- ▶ Processing of data from call-centre
- ▶ Acquisition of data and proposals
- ▶ Maintenance of customer base
- ▶ Negotiations
- ▶ Selling and accrediting for events
- ▶ Additional services' selling

##### SPONSORS AND PARTNERS DEPARTMENT

- ▶ Partnership and sponsorship programs
- ▶ Customized events
- ▶ Assignment of participants' statuses

#### ADMINISTRATION DEPARTMENT

- ▶ IT outsourcing
- ▶ Accounting office
- ▶ Legal department

#### RESERVATION DEPARTMENT

- ▶ Event venues
- ▶ Organization of transfers
- ▶ Hotel accommodation
- ▶ Business trips' organization

#### MAINTENANCE OF EVENTS

- ▶ Security
- ▶ Reception
- ▶ Hostess
- ▶ Moderator

#### GR DEPARTMENT

##### GOVERNMENT INSTITUTIONS DEPARTMENT

- ▶ Official correspondence
- ▶ Participants' invitation
- ▶ Organization of interviews

##### CONSTITUENT ENTITIES DEPARTMENT

- ▶ Expert opinions
- ▶ Records

#### ADVERTISEMENT AND COMMUNICATION DEPARTMENT

##### PR DEPARTMENT

- ▶ Accreditation of media
- ▶ Information partnership
- ▶ Organization of interviews
- ▶ Allocation of articles and announcements
- ▶ Doing articles and press releases

##### ADVERTISEMENT DEPARTMENT

- ▶ Styling and upmaking
- ▶ Making of souvenirs and printing products
- ▶ Allocation of partners' promotional items
- ▶ Copywriting
- ▶ Management of websites, SMM
- ▶ Photographing
- ▶ Advertising campaigns

##### VIDEOSTUDIO

- ▶ Commercials, corporate and presentation films, 3D stereo
- ▶ Post-production of video materials
- ▶ Computer graphics for cinematography, animation and television styling
- ▶ Set-dressing, printing production and web design
- ▶ Directing and scenary groups, creative group

#### ANALYSIS DEPARTMENT

- ▶ Designing of scripts
- ▶ Concept designing
- ▶ Marketing
- ▶ Preparation of post-materials



## WORK METHODS →

- 1 Designing concept and schedule of the event
- 2 Development of the event's visual identity (logo, banners, booklets and other printing production)
- 3 Involvement of experts for the event's prearrangement
- 4 Receiving letters of support from respective ministries and entities
- 5 Compilation of the participants' database, notification and invitation
- 6 Invitation of speakers
- 7 Invitation of the event's sponsors
- 8 Composition of the "participant packages" including office products and souvenirs
- 9 Filling-in of website providing event info
- 10 Participants' registration
- 11 Compilation of press releases
- 12 Provision of advertisement and information support in the sectorial media
- 13 Provision of mass media representatives' presence at the event
- 14 Generation of sponsor and partner advertisement items in the "participants' packages"
- 15 Selection and preparation of a room for the event
- 16 Assignment of employees' team responsible for the business event execution and work during the event
- 17 Organization of catering, coffee break, lunch and reception standing
- 18 Compilation of analytic reports subsequent to the event
- 19 Allocation of the event info and its major instances in media sources
- 20 Organization of interviews with participants and speakers
- 21 Making of post-materials of the event including video, photo, post-release, reports' transcript

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[www.nbforums.ru](http://www.nbforums.ru)

## OUR ADVANTAGES AND DISTINCTION →

### INDEPENDENCE

“National Business Forums” Agency is a commercial company which allows us to concentrate on neutrality, achievement of objectives and fulfillment of the tasks assigned.

### IMMEDIACY

While developing the events' schedules, “National Business Forums” Agency proceeds from the importance of the issues raised for Russian business at the moment of holding.

### NEUTRALITY

Events' structure allows one to get an all-round impression of the discussed issue as sometimes people having polar opinions on the same issue are the speakers.

## REGULAR PARTICIPANTS →

Among the participants of NBF Agency's conferences there are representatives of legislative and executive authorities of Russia, big and medium business, trade unions and associations as well as expert and scientific bodies. Participation in those events is a possibility to conceive a windowed estimate for the changes in business and government, to analyze present and future trends in politics, economics, social community which is being very important information to make correct decisions.



**SERGEI STORCHAK**  
Deputy Minister of Finance of Russia



**ALEXANDER KHANDRUYEV**  
President of consulting group B.F.I., Regional Banks Association's first vice-president



**PAVEL MEDVEDEV**  
Member of State Duma, Chairman of sub-committee for banks and banking legislation of Financial market committee of State Duma



**NATALIA ORLOVA**  
Senior economist of JSC "Alpha-bank"



**NATALIA KARASEVA**  
Head of retail lending administration of Sberbank of Russia



**NIKOLAI KASCHEYEV**  
Head of analysis department of treasury of Sberbank of Russia



**YURI DANILOV**  
Chairman of Post-Crisis World Institute's supervision board



**BORIS GRACHEVSKY**  
Russian director and screenwriter, creative director of creative association of children's movie magazine "Yeralash"



**ANATOLIY AKSAKOV**  
Member of State Duma, Regional Banks Association's president



**ANATOLIY MILYUKOV**  
Doctor of Science, Economics, professor, Russian Banks Association's vice president



**YURI PTITSYN**  
Vice president of Moscow Industrial Bank (MInB)



**JULIA BONDAREVA**  
Deputy Director of Federal Service for Financial Markets



**IGOR KALLISTOV**  
Deputy Director of Department of Ministry of Culture of Russia



**MIKHAIL KHAZIN**  
Head of expert consulting company "NEOKON"



**OLGA SERGEJEVA**  
Head of financial markets control administration of FAS of Russia



**ALEXANDER MOROZOV**  
President of National Association of Professional Debt Collectors (NAPKA), President of JSC "FASP"



**DIANA MASHTAKEYEVA**  
President of National association of loan brokers and financial advisors



**DMITRY TSCHEVCHENKO**  
Executive director of Factoring Companies Association



**VLADIMIR GAMZA**  
Chairman of board of directors of National association of loan brokers and financial advisors



**MAXIM ROKHMISTROV**  
Member of State Duma, first deputy administrator of LDPR faction



**KIRILL KABANOV**  
Chairman of National transparency committee



**ALEXANDER MURYCHEV**  
Executive vice president of Russian Union of Industrialists and Entrepreneurs



**ELENA DRAPEKO**  
Member of State Duma, first deputy chairman of State Duma committee for culture



**GALINA KHOVANSKAYA**  
Member of State Duma, chairman of subcommittee for housing and community amenities reformation of State Duma committee for construction and territorial relations

REGULAR PARTICIPANTS



**ELMAN MEKHTIYEV**

Director of business development department and board member of JSC "GE Money Bank", chairman of ARB committee for financial literacy



**MARAT GANEYEV**

Director of retail business department of JSC AK Bars Bank



**DMITRY SOKOUSHIN**

Head of Directorate of Federal Supervision Agency for Information Technologies and Communications for Moscow and Moscow Oblast



**KONSTANTIN MOROZOV**

Head of sales directorate of Department of small and medium business of JSC "Credit Europa Bank"



**ANDREY VOLOKHOV**

"R.O.S.dolg" agency CEO



**JULIA AGARKOVA**

Director of consulting and methodological centre of small and medium business department of JSC AKD "Prombiznesbank" (FG "Life")



**PAVEL NEUMYVAKIN**

Strategic development director of group of companies of Cyprus Bank "Uniastrium Bank"



**STANISLAV PUSHTORSKY**

Deputy Chairman of board of "National Factoring Company" bank



**VASILY ZABLITSKY**

Chairman of the board of OTKRYTIYE bank



**IGOR KOMYAGIN**

Managing director of Directorship for corporate business development of SB bank



**ILYA BACHURIN**

Group of companies "GLAVKINO" CEO



**SERGEI MOKROV**

Head of Directorate for statistics and analytics of FSUE DP centre of Ministry of culture of Russia



**DMITRY KARAVAYEV**

Science and research institute for Cinematic Art (NIIK)



**ALEXANDER FEDOROV**

Chairman of board of directors of Debt Collector Agency "USB"



**DENIS PARLIKOV**

Counselor of Corporate management department of MEDT of Russia



**GARRY BARDIN**

Russian animator, animated movies director



**VITALY POPOV**

Orenburg oblast FUE "Obtkinovideo" CEO



**ALEXANDER MYACHIKOV**

Deputy Chairman of board of Commercial Bank "BFG-Credit"



**ILYA NERETIN**

Executive producer of "Raccoon Cinema"



**YURI BOBROV**

President of film making and distribution executives' guild of Russian Cinematographers Union, "Paramir" CEO



**NATALIA KUSHNAREVA**

Deputy executive officer of cinematography department of Ministry of culture of Moscow oblast



**KONSTANTIN LUKIN**

Head of OGU "Culture and business centre of Nenets autonomous district"



**OLEG IVANOV**

Movie Research (MRC) CEO



**ALEXANDER RYBIN**

Dean of Camera Department of Gerasimov RSIC, professor



**GENNADIY GUDKOV**

Member of State Duma, Deputy chairman of State Duma committee for security



**NADEZHDA BORISKINA**

Deputy chairman of board of JSC "Tomskpromstroybank"



**VALERIA KOSAREVA**

Chief Development Director of Debt Collector Agency "CONTRAST-CREDIT MANAGEMENT"



**DMITRY MURASHOV**

Auditor of audit and consulting group "BANKO"



**ROMAN MAKAROV**

Deputy executive officer, business development director of JSC "National bureau of credit scores"



**DMITRY TURZHANSKY**

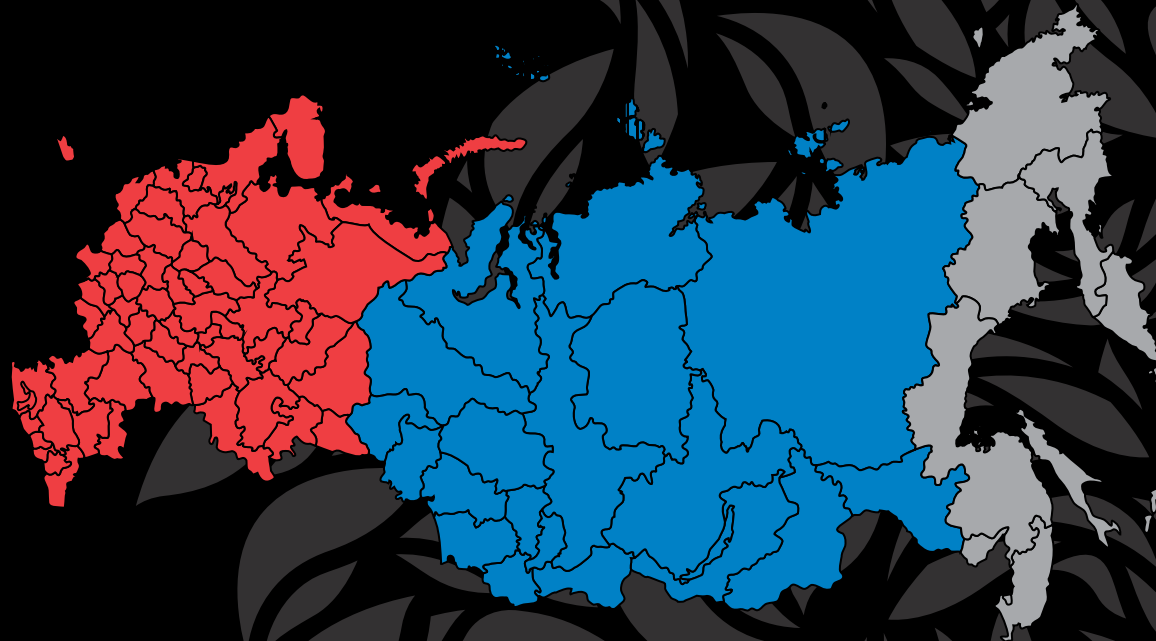
"Debt Agency "Center for Credit Safety" (DA-CKB) CEO



## INTERCOURSES GEOGRAPHY →

NBF extensively cooperates with top-level representatives of constituent entities, which allows us to engage representatives of dedicated entities and organizations throughout Russia. Presently number of our respondents exceeds **800!**

State Duma of Russia, Federation Council, Ministries and entities of Russia, Government Office of Russia, Administration of the President of the Russian Federation, administrations and media of Russian constituent entities: the Altai Territory, Arkhangelsk oblast, Astrakhan oblast, Vladimir oblast, Voronezh oblast, Irkutsk oblast, Kabardino-Balkaria, Karachayevo-Cherkessia, Kaliningrad oblast, Kirov oblast, Krasnodar Territory, Leningrad oblast, Lipetsk oblast, Magadan oblast, Moscow oblast, Murmansk oblast, Nenets autonomous district, Nizhni Novgorod oblast, Novosibirsk oblast, Omsk oblast, Orenburg oblast, Bashkortostan, Buriatia, Highland Altai Republic, Dagestan, Republic of Komi, Tatarstan, Chuvashia, Samara oblast, Saint Petersburg, Sverdlovsk oblast, Stavropol Territory, Tambov oblast, Tver oblast, Tomsk oblast, Tula oblast, Tumen oblast, Khanty-Mansi autonomous district, Yamalo-Nenets autonomous district.



## MEDIA EXPOSURE

The Agency pays its special attention to information exposure of the events by federal and regional news agencies, socio-political and business mass media. Information partners of NBF agency keep on conducting topical operations after the conferences have ended. Specialized media-events within the conferences are held in order to introduce a report or a project of a participant to the motivated organs more extensively.



## APPEARANCE OF THE EVENTS →

Our distinctive aspect and the feather in our hat is NBF's higher quality of accompanying printing products and floor-mounted structures.

Each event is accompanied with a multiline booklet of NBF corporate design which includes detailed info on speakers, conference schedule, Partners' and Sponsors' proposals and official media for the event.

An additional advertisement aid within any conference's appearance is provided by internet agency of NBF refreshed weekly in order to inform the clients of every insignificant changes and additions to the events' schedule.

## CONTENTS OF ANY EVENT'S PARTICIPANT PACKAGE

- 1 Folder, notebook, pen
- 2 Event's booklet
- 3 Leaflet schedule
- 4 Accompanying and souvenir materials set
- 5 Information materials by partners and sponsors
- 6 Personalized badge
- 7 Report footage
- 8 Report: transcript of speeches
- 9 Report: conference summary, essential abstracts
- 10 Report: questions and answers from ministries and entities
- 11 Testimonials and references of the field



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## THE THIRD CANDIDATE →

“National business forums” Agency carries out analytic treatment of every conference’s materials. Subsequent to each even we submit questions raised by the participants during their discussions to government entities via an official letter. The answers are accumulated on special web portal “3rd candidate” where one may trace the interconnection of authority entities and jurisdiction of particular issues. This allows one to define the decision-making persons and invite them for further discussion as well as continue analyzing the issues raised at the conference after it has ended.

“3rd candidate” is online continuation of NBF’s conferences where the participants may discuss the official authorities’ position on many issues.

**ТРЕТИЙ КАНДИДАТ**

[WWW.3CANDIDATE.RU](http://WWW.3CANDIDATE.RU)

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НАЦИОНАЛЬНЫЕ  
БИЗНЕС  
ФОРУМЫ

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OUR SITES →



SWISSOTEL KRASNYE HOLMY



MARRIOTT ROYAL AURORA



MARRIOTT GRAND HOTEL



RADISSON ROYAL HOTEL



RITZ CARLTON



BALCHUG KEMPINSKI

## PROMOTION WITH NBF →

### ➤ **INTERACTION WITH REGIONAL AUTHORITIES**

Governors of constituent entities of Russia quarterly receive documents and analytic materials about results of the events held, declared topics and speeches. Information on your company, its activities and capabilities may be stated in the booklets, footages that will be seen by ministries' legations, legislation and executive bodies' members and principal officers of Russian regions.

### ➤ **INTERCOURSING WITH FINANCIAL BUSINESS REPRESENTATIVES**

As the Agency extensively cooperates with banking, insurance and investment companies, information on your company may be allocated in the booklets of finance-related conference circularized upon special order to executive officers and management of financial entities.

### ➤ **PRESENTATIONS FOR FEDERAL AUTHORITIES**

Results of the Agency's every event is delivered to the heads of related federal entities, responsible departments, members of the State Duma of the Federal Assembly of the Russian Federation. A special report of the events including the monitoring of basic topics and urgent issues, participants' positions introduction, discussions' analysis is delivered to the Prime Minister of Russia twice a year. Information on activities and prospects of your company, positions of its management may be included in those materials.

### ➤ **GATHERING OF CLIENTS AND COMPILATION OF CLIENT DATABASE MADE TO ORDER**

## PROMOTION WITH NBF →

Cooperation with “National Business Forums” Agency in public relations opens the door wide for our clients. Interaction of long standing with many federal and regional mass media, business and socio-political organs of CIS and foreign countries allows the Agency to set information campaigns complying with any strategic interests.

### ➤ **DRAWING FOREIGN PARTNERS’ ATTENTION**

Cooperation with our Agency allows you to draw attention of the foreign partners to your capabilities, advantages, ideas and projects due to a targeted information campaign in a particular European region.

### ➤ **GENERATION OF FAVOURABLE ATTITUDE OF RUSSIAN COMMUNITIES**

“National Business Forums” carries out an information campaign among Russian resources targeted to a particular audience. Different mass media are engaged in the capacity basing on research data by TNS Gallup Media in order to achieve maximum efficiency in allocation of information or direct advertising in dedicated media.

### ➤ **DRAWING ATTENTION OF RUSSIAN INVESTORS, PARTNERS AND CUSTOMERS**

Drawing Russian customers’ and investors’ attention to your capacities, prospects of evolvement may be achieved via publications dedicated to your company in major business media of Russia which “National Business Forums” agency is in cooperation with. Special-purpose appendices for newspapers or magazines, participation in broadcasts of high-rating information TV-channels and radio stations, creation of targeted media products will become an efficient aid for b2b communications of your company.

### ➤ **DIRECT ADVERTISING ALLOCATION**

You may afford a significant discount for direct advertising allocation in partner business organs within cooperation with “National business forums” Agency. Among the resources there are printed publications, web-portals, radio stations and social networks.

## CORPORATE EVENTS →

Beside branch-oriented events, “National Business Forums” agency also facilitates the following:

- 1 Field events in Russian regions and abroad
- 2 Complex advertising campaigns, BTL campaigns and presentations
- 3 VIP meetings, conferences and other campaigns
- 4 Development of conception and scenarios of events at any level of complexity
- 5 Corporate meetings for different organizations within individually-devised creative concept (New Year, Banker’s Day, credit program presentation for customers of a bank)

## CORPORATE EVENTS ARE A SIGNIFICANT ELEMENT IN EVOLVEMENT OF ANY COMPANY

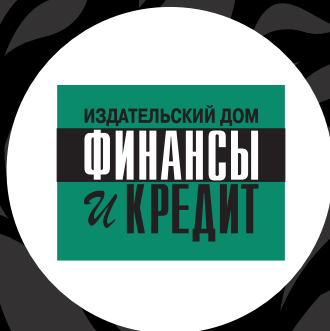
NBF agency specialists will design a party concept according to your request. Our professional team shall prepare a highlight, individual and fascinating program, organize a banquet, compile original and exclusive scenarios, invite creative hosts considering the party’s concept.

We will make every possible effort to make your colleagues feel warm at heart after the party. If you wish to organize an extensive corporate party, call on NBF agency!



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OUR PARTNERS





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БИЗНЕС  
ФОРУМЫ

## CONTACTS



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[3candidate.ru](http://3candidate.ru)