



PROGRAMME

STAND FOR THE SOCIAL, YOUTH, EDUCATION AND TECHNOLOGY INITIATIVES OF THE ROSCONGRESS FOUNDATION – LEAD THE FUTURE

15–18 June 2022, St. Petersburg, ExpoForum, Passage, Pavilion H

Programme as of 17.06.2022

15 June 2022

12:00–12:30

Passage, Pavilion H

Ethics of Communication and Support: How to Change Societal Attitudes towards People with Disabilities

[Presentation of the School for Life educational project](#)

People with disabilities often face misunderstanding, mistrust and even condemnation, and are often subjected to bullying on social media. How can a respectful public attitude be developed? How do people overcome their embarrassment and offer their help correctly? How is it best to address someone in a wheelchair?

The School of Life is a nationwide educational project that helps to see beyond any diagnosis and to focus on the person. The project was created by the Paper Bird Children's and Adults' Hospice Charity Foundation, which has been working since 2003 to create, support and develop a system of palliative medical care for seriously and terminally ill children and their families.

Speakers:

- **Lola Andreeva**, Project Manager, Paper Bird Children's and Adults' Hospice Charity Foundation
- **Ekaterina Stukonog**, Fundraising Director, Paper Bird Children's and Adults' Hospice Charity Foundation

13:00–13:30

Passage, Pavilion H

A Sociologist's Perspective on the Annual Monitoring of Palliative Care in Russia

Panellists:

- **Maia Rusakova**, Director, Centre for Sociological and Internet Research SPBGU
- **Anna Kudrya**, Deputy Chair of the Board, Director of External Communications and Project Activities, Circle of Kindness Foundation

14:00–14:30

Passage, Pavilion H

Trends and Challenges in Corporate Training in the Digital Age

Corporate training is moving towards automation and individualization, and the focus is shifting to meeting employees' needs for development and personal growth. Distance learning has become the new normal. There is less and less time for staff training and assessment, so microlearning, gamification and various options for assessing skills and competencies are increasingly in demand.

What is the best way to organize the exchange of experience in a company? How can internal experts help? How can staff training be restructured to meet the demands of the new times?

Speaker:

Alexandra Nalivkina, Head of the Personnel Training and Development Division, Delegate Management Directorate, Roscongress Foundation



14:40–14:55
Passage, Pavilion H

Practical Skills and Adaptation as the Key to the Successful Employment of People with Disabilities

Presentation of the Roscongress Foundation's inclusive RC Skills project

According to statistics, more than 11 million people with disabilities are registered in Russia. 39% of them (4.5 million people) are able to work. However, a serious issue is the organization of equal employment opportunities, as most vacancies are inaccessible to disabled people, due to physical disabilities, lack of specialized education and psychological barriers.

Is there a way to help them overcome these limitations?

The Roscongress Foundation's social project, RC Skills, creates conditions for people with disabilities to adapt psychologically and learn special skills that open up employment opportunities on fair terms.

Speaker:

- **Ilya Gulidin**, Head of Social Projects, Delegate Management Directorate, Roscongress Foundation

14:55–15:15
Passage, Pavilion H

Inclusive Employment from an Employer's Perspective: Stages, Challenges, Requirements, Prospects

As part of the launch of the Roscongress Foundation's RC Skills project

According to a government decree, starting from 11 September 2022, Russian employers will be obliged to meet the quota for employing people with disabilities. With 3 months to go before the decree comes into force, the issue of organizing inclusive workplaces is relevant for employers.

Rabota-i is a social recruiting agency that helps leading companies interested in inclusion to identify suitable vacancies, search, select and train candidates in difficult situations.

Speaker:

- **Tatiana Kurochkina**, Head of the Open Labor Market Special Projects, Work-i Centre

16 June 2022

10:20–10:50
Passage, Pavilion H

Social Hotline: New Realities and Challenges in an Ever-Changing World

A multichannel call centre is one of the most effective and rapid means of communication with the population. High-quality and professional information support for Russian citizens is extraordinarily important for preventing and minimizing the impact on people of adverse factors in the business, social, economic and foreign policy environment.

Hotlines are developing in line with customer requests. How is a modern social hotline organized and how does it function? How do you keep a finger on the pulse of current customer enquiries and which metrics to monitor? What are the challenges of today's development and is it possible to see what the future holds?

Moderator:

- **Maxim Akhmedov**, Head of Technology Development, Roscongress Foundation

Participants:

- **Sergey Gorbunov**, Deputy Head of the Executive Committee, All-Russian People's Front
- **Maria Kiseleva**, Deputy CEO, Head of the Delegate Management Directorate, Roscongress



Foundation

12:20–12:50

Passage, Pavilion H

The Future of Recruitment and a New Intelligent Approach to Recruitment and Staff Development

[Presentation of the Roscongress Foundation Career Centre and the Country's Potential testing platform](#)

How do you quickly and accurately find a motivated candidate with the right skills, who also shares the company's values, among hundreds of CVs? How can an executive identify in advance the emotional intelligence, strengths and weaknesses of applicants, so that time is not wasted on interviews?

A new approach to recruitment has been developed by Country's Potential and the Roscongress Foundation Career Centre.

Country's Potential, a smart online employment platform, tests all aspects of jobseekers' personalities and automatically recommends suitable candidates to employers. The algorithm can create an individual development trajectory for both job seekers and those already employed. By submitting candidate requirements to the platform, employers can instantly receive a selection of CVs from the most relevant professionals.

The Roscongress Foundation Career Centre is a training and support ecosystem for young professionals, which provides the opportunity to boost growth areas identified in tests.

Speakers:

- **Alexandra Nalivkina**, Head of the Personnel Training and Development Division, Delegate Management Directorate, Roscongress Foundation
- **Marina Buntova**, Director General, Country's Potential
- **Peter Bogolepov**, Product Director, Country's Potential
- **Yulia Elizarova**, Director of Methodology and Testing System Development, Country's Potential

12:50–13:10

Passage, Pavilion H

Know Yourself: 3 Questions and 3 Answers. A Psychological Game.

[As part of the presentation of the Roscongress Foundation Career Centre and the Country's Potential testing platform](#)

What will I be when I grow up? It's a question that haunts many people, even adults. It's no surprise, because it's not easy to understand yourself and your hidden talents.

This game will help you take a step towards discovering your vocation. During the game, the presenters from Country's Potential team will ask participants 3 questions each, to give a brief description of their strengths, weaknesses, psychotypes and personality traits, in order to help find the answer.

The Country's Potential intelligent online career guidance and employment platform tests all aspects of your personality, finds an individual development path and recommends you to employers independently.

Presenters:

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16:20–16:35

Passage, Pavilion H

Exporting a Social Project to CIS Countries

[Presentation of the strategic partnership project with the Republic of Belarus as part of the inclusive RC Skills project \(in Russian and Belorussian languages\)](#)

In 2022, labour markets in numerous countries are experiencing a post-pandemic crisis. What is the best way to help Russian-speaking people with disabilities abroad to improve their living conditions? Is it possible to organize inclusive employment for foreign nationals in Russia?

A strategic partnership development project with the Republic of Belarus opens up opportunities for young people to find employment in a major Russian organization, and to participate in its international project activities. The Roscongress Foundation project helps applicants with disabilities to learn the right skills for the job, socialize and express themselves freely.

Speaker:

- **Vladislav Gurevich**, Head of the CIS Strategic Partnerships Project, Delegate Management Directorate, Roscongress Foundation

17 June 2022

11:20–11:40

Passage, Pavilion H

A Chance for a Secure Future for Children in Difficult Circumstances

[Presentation of the Roscongress Foundation's School Friend project](#)

A difficult life situation is defined as a situation that objectively disrupts a citizen's livelihood which cannot be overcome independently. They can occur as a result of various factors, such as violence, a natural disaster, serious illness, family problems, and the serious consequences of youthful mistakes, amongst other reasons. Adolescents who have experienced trauma often lose interest in learning and become indifferent about their future.

Do they have a chance to take back control of their own lives and choose a better destiny for themselves?

The School Friend project helps these young people adapt, improve their academic performance and prepare them for their final school exams. Volunteer tutors, who are university students and teachers, are involved in the sessions.

The project is supported by the Ministry of Science and Higher Education of the Russian Federation and is being implemented in 14 regions of Russia.

Speakers:

- **Ilya Gulidin**, Head of Social Projects, Delegate Management Directorate, Roscongress Foundation



11:40–12:00

Passage, Pavilion H

Peer Education or How People with Disabilities Inspire and Teach Understanding

[As part of the launch of the Roscongress Foundation's School Friend project](#)

Peer education is an approach in which the transfer of knowledge occurs between equal students under the control of the teacher.

How is this transfer organized in the context of reverse inclusion where students with special needs are in the majority? How does reverse inclusion work in training and education of children and adults?

'Good Hare' is a non-governmental organization which trains service workers deal with people with disabilities.

Panellist:

- **Olga Andreeva**, Project Manager, Good Hare NGO

15:00–16:30

Passage, Pavilion H

NFTs as Art and as a Project for Investment

[Presentation of the BASE NFT School educational project of the Interregional contact centre](#)

A non-fungible token. Some call it a pyramid scheme, or the new MMM Ponzi scheme. Others say they're just more fun for kids and geeks. But NFTs are not just pictures, and they're more than just art.

As NFTs grow in popularity, more and more people are interested in them as a new trend. It is a technology that, along with cryptocurrencies, metaverses and DAO, is building our future and opening new doors for humanity. To avoid walking around in the dark, we need to understand where those doors lead. But first, we need to answer the question: What is an NFT?

The BASE NFT School outreach project talks in simple terms about technology that is changing the future. How can you create your own collection of crypto-art? What is the best way not to miss out on lucrative investment opportunities, and to find your identity in the digital world?

Speakers:

- **Alexander Alexandrov**, Head of Supplementary Projects, Delegate Management Directorate, Roscongress Foundation
- **Artem Tkach**, Digital Artist
- **Svyatoslav Tolkachev**, Cryptoinvestor, BASE NFT School lecturer

Speakers:

Konstantin AcademeG Zarutskiy, Blogger

17:00–17:40

Passage, Pavilion H

Opportunities for Applying AR/VR Technology to Social and Youth Projects

We have all heard about augmented and virtual reality technologies. Even though they have been on the market for several years, many people still do not fully understand them and associate them more with youth leisure activities.

The AR/VR solutions have already proved their effectiveness for business long ago, and today we witness their integration into the social field. For now, AR is a well-established and proven marketing tool that take communication with the audience to a new level. The immersive technologies are a virtual extension of the reality which lies at the heart of virtual training, give the opportunity for better understanding of the material world and improving practical skills with no special equipment required.

But how can AR/VR be used to draw attention to a social project?

The Roscongress Foundation's AR service MARMA focuses on finding meaning in the use of AR and unlocking its benefits for a wider audience. The AR-service is provided by [Interregional Contact Center](#).



Black VR Studio is the leading AR/VR/360 technology development company in the Russian market.

Panellists:

- **Tatiana Gribanova**, Manager, MARMA augmented reality platform
- **Pavel Ivanov**, CEO, BlackVR

18 June 2022

09:00–09:40

Passage, Pavilion H

The Role of Self-knowledge and Choosing the Right Educational Track in Building a Career

[As part of the presentation of the Roscongress Foundation Career Centre and the Country's Potential testing platform](#)

Write up several CVs, send them out manually to dozens of companies and wait weeks for a reply? What if you have made a mistake somewhere? What if you wrote the wrong phrases on your CV, selected the wrong job or even the wrong employer? What if we tell you that there is an easier way to get the job of your dreams?

The Country's Potential smart online career guidance and employment platform tests all sides of your personality, finds an individual development path and recommends you to suitable employers.

The Roscongress Foundation Career Centre is a training and support ecosystem for young professionals, providing opportunities to boost growth areas identified during testing, and offers the chance to undertake internships and gain practical skills by working at major international events, in the Foundation's social and educational projects, and partner companies' projects.

Speakers:

- **Alexandra Nalivkina**, Head of the Personnel Training and Development Division, Delegate Management Directorate, Roscongress Foundation
- **Marina Buntova**, Director General, Country's Potential
- **Peter Bogolepov**, Product Director, Country's Potential
- **Yulia Elizarova**, Director of Methodology and Testing System Development, Country's Potential

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Passage, Pavilion H

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- **Peter Bogolepov**, Product Director, Country's Potential
- **Yulia Elizarova**, Director of Methodology and Testing System Development, Country's Potential



10:30–10:50

Passage, Pavilion H

Working in Your Dream Team: Where to Start and What it Takes

[Presentation of career opportunities at the Roscongress Foundation](#)

How do you know in advance that not only are you right for the company, but the company is right for you?

At the Roscongress Foundation stand, everyone who wants to join our dream team will have the opportunity to speak with the heads of the HR department and get insider information about working with the largest organizer of congress and exhibition events. Applicants will learn about the existing areas of work and the internship system, where young professionals can gain experience in event management and project management directly from experienced professionals, for whom event management is both a profession and a favourite job.

Speakers:

- **Anna Fedorovskaya**, Head of HR, Delegate Management Directorate, Roscongress Foundation
- **Veronika Kozlova**, Deputy Head of HR, Delegate Management Directorate, Roscongress Foundation



11:30–11:55

Passage, Pavilion H

Awarding the Tutors of the School Friend Project

In conjunction with augmented reality service [MARMA](#)

The head of School Friend will award AR certificates to the most active volunteers for their personal contribution to the project in 2021–2022.

One of the activities of School Friend is organizing classes within the school curriculum with volunteer tutors, who help children to improve their school performance and prepare better for their final exams in school.

By the end of May 2022, volunteers had completed more than 2,100 hours of classes (about 40 classes a week). 94% of the project participants were able to pass their school exams.

Host:

- **Ilya Gulidin**, Head of Social Projects, Delegate Management Directorate, Roscongress Foundation

Guests of honour:

- **Alexander Stuglev**, CEO, Roscongress Foundation
- **Maria Kiseleva**, Deputy CEO, Delegate Management Directorate, Roscongress Foundation

12:00–12:40

Passage, Pavilion H

The Role of Students in Preventing Deviant Behaviour among Children and Adolescents

How should the younger generation be involved in social life? Introduce them to the activities of student teams. This kind of engagement teaches them about work, gives them a chance to make new friends and feel needed. Senior members of the trainees' teams try to show them that there are many ways to spend their free time in a fun and rewarding way.

In the discussion, the speakers will share their experiences of involving young people in the activities of student groups, and will describe the areas of work in which young people are most often involved.

The Russian Student Union is the country's largest youth organization, which provides temporary employment for more than 240,000 young people from 74 regions of the Russian Federation. It is also involved in civic and patriotic education, and the development of young people's creative and sporting potential.

Speakers:

- **Vladimir Rozov**, Chairman of the Board of the St. Petersburg Regional Branch, Russian Student Union
- **Diana Svorovskaya**, Head of Student Employment, St. Petersburg Regional Branch, Russian Student Union

13:00–13:30

Passage, Pavilion H

PRO Feel Interactive Game

Without knowing how people with disabilities feel about the world, it is difficult to communicate with them. Misunderstandings often result in people with disabilities becoming a marginalized group in society, which means they have difficulty finding employment and fail to realize their potential. In order to expand social boundaries for such groups, this wall of misunderstanding needs to be torn down.

In an inclusive game, you can experience what it is like for someone with a disability to live in our world. How do people with different mental disabilities perceive the world around them differently? How do these differences affect communication?



The game will help not only to understand others, but also to apply the experience gained in organizing inclusive employment. The project PRO Feel is developed with the participation of the Good Hare NGO.

Presenters:

- **Olga Andreeva**, Project Manager, Good Hare NGO.