



Global MBA Executive Seminar Series

Global MBA Executive Seminars invite executives & academics to speak on their specialist fields or themes and are open to all.

Mr. Farkhod Niyazov

**Corporate Communications Coordination Lead
at the Carlsberg Group**



Seminar title:

Corporate Communications in the new virtual reality

Date: **Monday, May 17**

Time: **14 : 55~16 : 25 (2 : 55pm~4 : 25pm)**

Location: **ZOOM**

* Please Sign Up using the Pre-Registration form as per below, by May. 17, 12:00 noon:

https://forms.office.com/Pages/ResponsePage.aspx?id=gMGpNSuYw0OD_N_OwcUPZlj-yvctyTJEra3moCQfmPhUNDZUMUs0VE5TRzZEQ1BUVUtVSkNXTjhXTy4u

DETAILS:

Last year of the turbulent, uncertain and challenging times brought new requirements to corporate communications. And with a lack of the physical interaction, effective communication in an online regiment is more important than ever. Moreover, communications become the strongest aide to support organization's why, mission, strategy, goals, and drive employee engagement. Whether in person or online the two-way communication, "Dialogue", aimed at building trust – remains the most optimal option for delivering messages. Producing the right messaging, reaching out accurate target audiences and grip efficient channels of communication are among key managerial roles. Embracing digital and virtual communications with better understanding pros and cons helps leaders to achieve corporate goals.

ABOUT MR. FARKHOD NIYAZOV:

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