



**The CCS Group of Companies,  
which includes  
the Training Center PR-Managers and the Center of Communications  
Strategies,  
Welcomes you to our site!**

*Dear colleagues!*

We would like to bring to your attention information about the educational and consulting activity of the CCS Group of Companies which are carried out under the slogan: «From reality - to the most real! A realibus - ad realiora!». We strive to ensure that our partners and clients based on our support has continuously evolved in communication and information sphere. That is why in 1991 we established the first structure in Russia, learning Russian PR specialists, and created a non-state educational institution the Training Center PR-Managers under the Russian Public Relations Association (RPRA). And this was necessary because studies, professional training and self-development for a real PR-professional – mandatory 24-hour and creative process.

In this educational company the first Russian public relations practitioners and experts were trained. The founder and the permanent head of the educational Center is the candidate of sociological sciences Elena Yurieva, who was also the executive director Russian Public Relations Association (RPRA) from 1991 to 2002 years. In 2002 Elena Yurieva created the Center of Communications Strategies to establish consulting programs. Today both structures are included in the CCS Group of Companies, which offer qualitative and complex servicing in the fields of PR-education and PR-consulting.

Our achievements over 23 years of work in the Russian sector of developing public relations include:

- ≡ training more than 4,900 Russian and foreign PR-specialists;
- ≡ organizing and leading more than 70 international, Russian and regional scientific-practical conferences on the development of public relations;
- ≡ developing and implementing more than 290 unique specialized seminars and training sessions;
- ≡ publishing 12 books and more 90 articles on the development of public relations and information work, preparing thematic methodical texts and manuals by Elena Yurieva and exclusive authors - teachers and experts CCS;
- ≡ constantly developing new educational and consulting programs.

Overall, we are very proud of our successes and achievements!

## **Our competence**

On the basis of the Centers from CCS Group of Companies we have generated a team of «super professionals» – high-level Russian teachers, experts and advisers. Their knowledge and professional experience gives us unique and invaluable analytical information on:

- ≡ the history of business development in Russia;
- ≡ the specific of the founding and implementation of management, marketing, advertising, PR and sociology technologies at various Russian enterprises and companies;
- ≡ creating normative base for regulation of marketing, advertising and PR-activity in Russia;
- ≡ definition of tendencies of professional development marketing, advertising and PR-activity in the Russian regions;
- ≡ feature of development of corporate culture and corporate ethics in state and commercial companies;
- ≡ modern condition of national, regional and specialized journalism in Russia;
- ≡ development of the Russian in-house corporate press;
- ≡ dynamic of qualitative changes in the Russian mentality and the effects on professional business activity;
- ≡ specific of modern Russian business communications and business etiquette;
- ≡ transformation in modern Russian and features of Russian business lexicon and many other areas that might interest you.

## **Possible forms for cooperation with you**

1. Our best teachers can come to you to read lectures on the aforementioned areas and any other questions that interest you. We offer some forms of cooperation in the sphere of education - lectures read by different teachers on subjects interesting you: master-classes, thematic lectures, original training, video training, case-studies, practical workshops, etc.
2. We are ready to take part as Russian partners in various joint researches.
3. We cooperate and are ready to participate in the implementation of joint educational or consulting projects in Russia and abroad.
4. We can invite you to take part in seminars and lectures in educational programs CCS in Russia.
5. We are interested in organizing foreign training for the heads of Russian commercial companies and state structures, for experts in marketing, PR and advertising, managers of external and internal corporate communications and specialists press service which working with modern media.
6. On the basis of regional infrastructural divisions of the CCS Centers we can organize specialized group and individual training in Moscow and in the Russian regions for your teachers, trainers, students, businessmen, etc.
7. Together we can organize scientific-practical conferences in Moscow or in the Russian regions, as well as in your region with the participation of teachers, experts and scientists from your side and from Russia. We can also conduct bilateral round tables, scientific and business discussions, seminars aimed at the development of social dialogue, business communications and the perfection of mutual understanding between our countries.
8. Specialists of the CCS Group of Companies have extensive experience in the preparation and publication of specialized books on management of reputation, communications and information; sociology; psychology; marketing, advertising and PR and so we are ready to participate in foreign publishing projects and programs.

## **Range of programs**

We offer a series of educational and consulting programs on the management of reputation, communications and information; sociology; psychology; marketing, advertising and PR; corporate media; management of corporate culture and on other issues of management and marketing in Russia.

A wide spectrum of lectures, seminars and consulting projects at our Centers concentrated on a gathering and generalization of the most advanced Russian experience in various spheres. Such an approach to our work helps us to provide highly skilled consultation and multilevel training the most efficient way possible.

## **Teaching team**

Our lecturers are «star» teachers from the best known Russian higher educational structures. Representatives of the Moscow State University, Moscow State Institute of International Relations, the Civil Service Academies of the President of the Russian Federation, the Russian Federation Government School, the Russian Economic Academy of Plekhanov, the Higher School of Economics and from other state and commercial educational institutions structures all work for us. Experts, employees and advisers of leading corporations and state structures also always take part in our projects.

*We thank you for the interest shown to our companies. We also hope for mutually advantageous cooperation with you! And furthermore, we would like to offer to your attention information about our professional opportunities, our clients and partners.*

*The General Director of the CCS Group of Companies,*

*Elena Yurieva*

## **From the history of the Training Center PR-Managers**

### **Since 1991**

The Training Center PR-Managers was the first branch educational structure in Russia founded in 1991 at the Russian Public Relations Association (RPRA) by Elena Yurieva, candidate of sociological sciences and executive director of RPRA from 1991 to 2002. At that time the area of public relations had only just come into existence in the new Russia. On the basis of the RPRA the first domestic PR-experts were consolidated.

The Training Center PR-Managers provides services in the field of education. We became the first educational structure in Russia that trains specialists and experts working with information and in the field of management, marketing, advertising, PR and copywriting.

The Training Center PR-Managers was created at RPRA to solve a major problem – the qualitative training and retraining of talented humanitarians, who would like become the first Russian specialists in the public communications. The system of further education at the Center gave to journalists, economists, philologists, historians and many other professionals, wishing to master a new and perspective job, their first insight into PR-technologies in the modern world.

Today training one of the most prestigious jobs in Russia is still relevant. And we continue to successfully prepare highly skilled communicators!

### **Educational activity of the Training Center PR-Managers and the CCS Group of Companies**

#### **Base professional educational program:**

«PR Practice» (72 academic hours). Successfully completing the course PR-specialists receive a state further education certificate in the field of communication management and public relations.

#### **Programs of improvement of qualification - specialized seminars and trainings:**

- ≡ «Practice in media relations and mediaplanning»;
- ≡ «Development of corporate communications»;
- ≡ «Enhanced communicative and information competence for leaders and corporate newsmakers»;
- ≡ «Management of reputation and image strategy»;
- ≡ «From stable corporate culture to positive corporate reputation»;
- ≡ «Speech image»;
- ≡ «Practice in successful branding»;
- ≡ «The art of business communications»;
- ≡ «Practice of the press-secretary»;
- ≡ «Copywriting in advertising and in PR»;
- ≡ «Image for leader and speechwriting»;
- ≡ «Technology of creation and distribution of slogans»;
- ≡ «Development of personal efficiency when working with information»;
- ≡ «Psychology, psycho-technologies and psychoanalysis in advertising and PR»;
- ≡ «Professional and psychological features of working with information»;
- ≡ «Communications in crisis-management»;
- ≡ «Quality and effectiveness in reputation management»;
- ≡ «Assessing effectiveness in communications and information»;
- ≡ «Modeling of result PR-structures»;
- ≡ «Effective communication strategy»;
- ≡ «Formula of effective sales»;
- ≡ «Relations with client»;
- ≡ «How to communicate properly with the boss and colleagues” ... and much more.

#### **Individual and group practical trainings and internships in the areas of strategic management, marketing, reputation management, development of communications and information, advertising, PR-, GR-, IR- and HR-technologies:**

- professional practical trainings and internships in relevant departments and specialized agencies in Moscow companies;
- foreign practical trainings and internships in Germany, Austria, Holland, Belgium, Great Britain, Switzerland, the Scandinavian countries, Spain, Italy, Bulgaria, Israel, Canada, USA, France, Japan, China, and in other countries of your choice.

**Individual and group professional consultations, testing, assessment, expert evaluation conducted by specialists working with reputation, image, information, communications, marketing, management, psychologists, linguists, sociologists, etc.**

**Master-classes**

**Case-studies**

**Corporate training programs**

**Communications and information teambuilding**

**Coaching programs**

**Sector-specific programs**

**International and regional educational and consulting projects**

**Sector international, national and regional conferences aimed at on the perfecting work with communications, information and the development of public relations**

**Our clients and partners** are people who wish to raise their professional level in the field in which they work. Upon completion of a training course students receive a state certificate of further education.

## **From the history of the Center of Communications Strategies**

### **Since 2002**

In 2002 the Center of Communications Strategies was set up for decision of complex and large-scale educational and consulting tasks for our clients, to unite the educational and consulting processes and expand the range of opportunities to providing quality services to our business partners. The company successfully carries out consulting projects of any complexity from strategic modeling structures on public relations, planning their activation, development and introduction of effective PR-technologies and to perfecting corporate communication and information resources.

### **Consulting activity of the Center of Communications Strategies and the CCS Group of Companies**

#### **Development of a company's information policy:**

- ≡ development and implementation of information strategy;
- ≡ creation of complex system of corporate communications;
- ≡ development of programs to enhance the efficiency of a company's information policy;
- ≡ modeling of effective communication structures;
- ≡ planning and implementation of communications programs;
- ≡ development of internal and external rules of work with information;
- ≡ activation of work with corporative newsmakers;
- ≡ communications and information teambuilding, etc.

#### **Development of internal corporate policy:**

- ≡ development of programs for improving corporate culture;
- ≡ development of a consolidated internal corporate policy;
- ≡ development of an internal corporate system of informing, harmonizing and stabilizing internal attitudes;

- ≡ support of corporate spirit;
- ≡ increase of loyalty among personnel towards the company and to the management;
- ≡ teambuilding and development of team interaction;
- ≡ prevention and resolution of the disputes and the crisis situations, etc.

**Media support and information service:**

- ≡ development of media strategy;
- ≡ preparation of materials for publication in mass-media;
- ≡ publication of the information in electronic and printed editions;
- ≡ information service: press-releases, press-monitoring, press analysis of electronic and printed mass-media;
- ≡ organization of complex programs and special events for journalists;
- ≡ work with corporate newsmakers;
- ≡ organization of press-tours in Russia and abroad, etc.

**Copywriting services:**

- ≡ text analysis;
- ≡ development of corporate philosophy: mission, principles, values, visions;
- ≡ writing of the internal rules regulating corporate communications and work with information;
- ≡ creating of the slogans;
- ≡ work with internal corporate information and text materials;
- ≡ preparation of the texts for image materials;
- ≡ interviewing of senior managers and preparation of the text interview for mass-media;
- ≡ speechwriting;
- ≡ preparation and composition texts of any complexity for the corporate mass-media;
- ≡ preparation of advertising texts;
- ≡ editing and preprinted preparation of manuscripts;
- ≡ development of the scripts for corporate events;
- ≡ writing of the scripts for image and advertising films, etc.

**Research services:**

- ≡ marketing research;
- ≡ sociological research: quantitative and qualitative research;
- ≡ public surveys;
- ≡ evaluation study of public opinion;
- ≡ expert interviews;
- ≡ focus groups;
- ≡ professional expertise;
- ≡ expert evaluation;
- ≡ content analyses, etc.

**Professional audits and examinations:**

- ≡ audits of the programs of management reputation, communications and information;
- ≡ analyses effectiveness of corporate missions, codes, slogans, image and commercial advertising and PR-materials;
- ≡ assessment of the effectiveness of mass-media texts;

- ≡ testing and examinations of any complexity of professional level communication and information in organization, etc.

#### **Specialized recruiting service:**

- ≡ search for qualified personnel;
- ≡ selection, professional assessment and testing of PR-experts;
- ≡ adaptation and training of PR-personnel;
- ≡ modeling of the department of corporate attitudes;
- ≡ structural modeling of PR-departments, information divisions, press services;
- ≡ development of working rules and functional duties for the PR-specialists, etc.

### **Books, textbooks and publications by Elena Yurieva and specialists of the CCS Group of Companies**

1. Public relations practice. Training manuel. The book was edited by Elena Yurieva. RPRA, 1994.
2. Managers public relations practice. Training manuel. The book was edited by Elena Yurieva. RPRA, 1-5 editions in 1995-1999.
3. Publishing project «Companion» RPRA in the newspaper «Economy and Life». The liner with industry publications for specialists in public relations. Edited by Elena Yurieva. 1995-1997.
4. «PR: the international practice». Edited by Sam Black. Editor-consultant Elena Yurieva. M. Publishing House «Dovgan», 1997.
5. «PR against crises: mechanisms of crisis management». Author-compiler Elena Yurieva. M. RPRA, 1999.
6. «Quality and effectiveness in public relations». Author-compiler Elena Yurieva. M. RPRA, 2000.
7. Anticrisis. Human capital – new opportunities of the company. Elena Yurieva. Chapter «Effectively manage corporate culture». M. Publishing House «Yurayt», 2009.
8. Elena Yurieva. Profleader in working with trade union information. Educational-practical manual. M. Neftegazstroyprofsoyuz RF, 2010.
9. Professional literature, releases, articles, exclusive methodical materials concerning knowledge of working with communications, information, advertising, PR-and HR-technologies, etc.

### **Clients and partners CCS Group of Companies**

#### **Feedback of participants and client and partner reviews on the work of the CCS Group of Companies**

**Maxim Shub, Shell Exploration and Production Services:** «The strongest aspects of the CCS seminar on media planning for the heads of public relations departments from Shell in Russia, was the involvement of practicing professionals, thorough preparation of the thematic program that specifically targeted the problems facing the heads of Shell’s communications, communications with mass-media and media planning departments. The methodical and information materials prepared by the Center provided practical value for experts of our concern as a basis for the development of media plans for advertising campaigns».

**Larissa Inozemtseva, MARS:** «...a well balanced program, a useful mix of theoretical material and practical work. The teachers were not simply professionals in the area, but also remarkable individuals in themselves and interesting to talk to. A fortunate group selection for the program can enrich the exchange of opinions and experience of the participants; in our group that was exactly how it turned out. Many thanks to organizers!».

**Elena Ivchenko, Norilsk Nickel:** «The program was fantastic. It systematized available knowledge, but I also learned a lot of new things that, undoubtedly, will be useful in work. An enormous volume of necessary and helpful information was given. The organization of the seminar was excellent, as was the teaching structure. There was an excellent combination of the content and methodology of the lectures. The training session was especially memorable. A huge thank you! I will definitely tell my colleagues about your Center, and advise them to come to you to learn».

**Mikhail Barkovets, Nina Dementsova, Center of public relations INTERROS:** «Training in Germany provided an excellent opportunity to systematize and fix our knowledge in the field of public relations and also receive the practical skills necessary to work effectively. There was an excellent theoretical base. Practical exercises, meetings with the heads of leading German corporations, PR-agencies and mass-media helped to master the material more fully. The main thing now is to create a model of work on the basis of the knowledge gained. There was no time for weariness as everything passed in one breath. We were also very lucky in terms of our group. We met with some interesting people with whom it will be a pleasure to communicate in future!».

**Olga Kavtaskina, AVTOVAZ:** «...everyone, working in the sphere of communications needs to take a course like this. Knowledge of the laws of communications and psychology improves professional growth...».

**Oksana Kratko, Western-Siberian Metallurgical Combine:** «... I thank the organizers and teachers of the seminar 'Expert public relations' for making us welcome and their interest, as well as their friendliness. This course helped our entire group: some raised their level of knowledge; others have confidently set off along the path of the 'PR professional'...».

**Anna Menzhulina, "UGRA", Khanty-Mansiysk :** «... very qualified courses, giving systematic knowledge of PR and an opportunity to familiarize yourself with the methods of leading experts in the field of public relations. I'm certain that the knowledge I gained can be put into practice...».

**Among the graduates and clients of the centers of the CCS Group of Companies there are representatives of following companies:** Lukoil, Lukoil Overseas, Lukoil Perm, Lukoil Komi, Gazprom, Surgutneftegaz, Tumentransgaz, Interros, Shell, Gazexport, Orenburgregiongaz, Rosneftegazstroi, Tomskneft, Alfa-Bank, Gazprombank, Vneshtorgbank, Vnesheconombank, RBR, Sberbank, Kb "Ajiо" (Ukraine), National Bank of Kazakhstan, FNPR, Ikea, Coca-Cola, Vimm-Bill-Dann, Mars, Baltika, Kaluga Brewing Company, Ochakovo, Dalsvyaz, Uralsviazinform, Uraltelecom, Sakhatelecom, Surguttelekom, TsentrTeleCom, Rostelekom, Megaphone, Kombellga, Severonikel, Sakhalin Energy Investment Company, Karazhanbasmunaj (Kazakhstan), Agip. Nosta, Severstal, Magnitogorsky and Nizhne-Tagilsky metallurgical combines, Kolskaya GMK, Corporation Vsmo - Avisma, Uralkaly, Sual-holding, omk, Sovincenter, Smolensk atomic power station, MKK holding, Alrosa, DHL, Norilsk



mountain company, AutoVAZ, Factory "Rybinsk motors", General Motors, Ronson, Phillip Morris, Dandy, "Ural" Automobile Factory, Russian Open Society "United Energy Systems", KirovEnergo, CHMZ, Pervouralsky Novotrubnyj Factory, Miel, State Customs Committee "Vega-Izmaylovo", GOK "Youth", Airports "Kol'tsovo", "Tolmachevo" and "Surgut", Aeroflot, SamaraAvia, VladivostokAvia, etc.

**Employees from the administrations of the Russia cities and regions:** Moscow, Sochi, Yekaterinburg, Tyumen, Omsk, Tula, Novosibirsk, Norilsk, Nizhniy Novgorod, Noyabrsk, the Moscow region, the Samara region, Sverdlovsk region, Yamalo-Nenetsk region, Khantiy-Mansiysk region, etc.

**Representatives of the Russian and foreign state structures:** Russian Federation Ministries of Economics, Taxes and Tax Collection, Mazhilis of Parliament of the Republic of Kazakhstan, Analytical management of the President of Republic of Kazakhstan, press-service of the State Duma of the Russian Federation, GK "Agency for Re-structuring Credit Organizations", Agencies for Housing Mortgages, Department for the regional policy of the Moscow mayor, the administration of the Moscow region, the Government of Republic of Yakutia, the Government of the Republic of Komi, the Government of Kalmykia, the Kremlin museum, the Mayakovskiy Museum, the Moscow Historical Museum, the Revolution Museum, the Man and Oil Fund, the Institute of City Economy, the Mosvodokanal Fund, etc.

**Employees of leading Russian mass-media:** TVC, ORT, NTV, the radio stations "Ekho Moskvy", Russian Radio, Radio 101, the magazine "Megacities", the newspapers "Argumentiy i Fakty", "Abroad", "Iz Ruk v Rukiy", "Economy and life", "Russian newspaper", "Komsomolskaya Pravda", "The Ural worker", Broadcasting Company "Ugra", "Teleworld", etc.

**Employees from the following press-services:** Moscow Government, Samara Administration, Administration of Yekaterinburg, Government of Republic Komi, Government of Kalmykia, the Kremlin museum, the Mayakovskiy Museum, the Moscow Historical Museum, the Revolution Museum, the Man and Oil Fund, the Institute of City Economy, etc.

**Representatives of agencies:** Media Arts Group, "Stock exchange plus the Press Club", Imigeland, Telenore Rasha, PR-Passat, UVARS, the Privy councillor, Point Passat, LAVA (Kazakhstan), etc.

**The geography of our graduates** is constantly expanding. We successfully worked in Barnaul, Vladivostok, Vologda, Voronezh, Yekaterinburg, Izhevsk, Irkutsk, Kemerovo, Krasnodar, Krasnoyarsk, Nakhodka, Novosibirsk, Norilsk, Omsk, Pskov, Rostov, Yelabuga, Samara, St. Petersburg, Saratov, Stavropol, Syktyvkar, Tambov, Tver, Tyumen, Ufa, Cherepovets, Donetsk, Kiev, Minsk, Moscow, Tashkent, Surgut, Khantiy-Mansiysk, Chelyabinsk, Magnitogorsk, Tomsk, Nizhniy Tagil, Uzbekistan, Miass, etc.

On the basis of Centers studied **PR-experts from Bulgaria, Estonia, Lithuania, Georgia, Kyrgyzstan, Kazakhstan, Ukraine, Belarus, Germany, France** and other foreign countries.

You can receive more detailed information on the CCS Group of Companies, the Training Center PR-Managers and the Center of Communications Strategies, our partners, clients and programs on our site  
**[www.com-center.ru](http://www.com-center.ru)**

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