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Moscow, Russia

## PRESS-RELEASE

### **On the “GR and Lobbying in Business and Nonprofit Sector” training program, being named as a winner of the 2021 IABC Gold Quill Awards**

The advanced training program **“GR and Lobbying in Business and Nonprofit Sector”** won a 2021 Gold Quill Award of Merit of the International Association of Business Communicators (IABC). The course is implemented by **Baikal Communications Group** in collaboration with the **MGIMO School of Business and International Proficiency**.

The Gold Quill Awards supports the best projects in the domain of business communication all over the world and is one of the most prestigious in the industry.

The advanced training program **“GR and Lobbying in Business and Nonprofit Sector”** earned a 2021 Gold Quill Award of Merit under category 19: “Communication Training and Education”.

“The Gold Quill Awards proves the high necessity of developing professional education in the field of Government Relations. Over the first three years of existence, more than 100 managers of well-known

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#### MOSCOW

GRUZINKA 30 BUSINESS CENTER, BOLSHAYA GRUZINSKAYA 30A, BUILDING 1

MOSCOW, RUSSIA, 123056

+7 495 660 68 34

MSK@B-C-G.RU

companies and representatives of NGOs have graduated from our program. The course contributes to the development of the GR-profession in Russia and countries of the Eurasian Economic Union, and it is aligned with the mission of **Baikal Communications Group**. We value the support of all lecturers of the course – established practitioners from various economic sectors, many of whom already on an annual basis help participants of the program to acquire and improve the practical competences, pertaining to the promotion and representation of interests within public authorities at the regional, federal as well as supranational level”, - noted Eduard Voytenko, CEO and Managing Director of **Baikal Communications Group** and Academic Director of the program.

The IABC Awards Committee held in high esteem the nominated advanced training course and especially highlighted its practice-oriented character, exclusive sectoral orientation within the Russian educational framework, well-structured composition, diversity of cases as well as formidable opportunities for networking and professional community’s formation.

“For us it is a great honor to find out that the course received the international award in the domain of business communication. It shows that the program successfully tackles the ambitious task

of the MGIMO School with regard to the promotion of high standards of business education in accordance with the relevant international trends, as well as the program makes it possible to ensure the maximum loyalty of graduates of the MGIMO School, who are ready to go back and acquire new knowledge throughout the life-long career development”, - commented on the news Angelika Mirzoeva, Director of the **MGIMO School of Business and International Proficiency**. “We always aspire to encompass different requests for professional development of our attendees, and GR is extremely demanded area of knowledge now”.

The Gold Quill Awards is authored and organized by the International Association of Business Communicators (IABC), founded in San Francisco in 1970. The global network brings together professionals from the sphere of strategic management and business communication. Nowadays, IABC has more than 8 000 members across the globe. The Russian Chapter was established in Moscow in 2001.

This year, in total, 482 organizations from 22 countries submitted their entries for the Gold Quill Awards. The award ceremony is to be held as a virtual event on 29 June 2021 within the IABC World Conference.

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**Baikal Communications Group** – multi-faceted company, which specializes in the all-encompassing lobbying activity in the interests of business and nonprofit sector. **Baikal Communications Group**, established in Moscow in 2015, aims to provide the professional services in the field of Legal and GR-Consulting, Strategic Communications, Political Projects' Management at the federal and regional level in Russia, China, the U.S., countries of the EU and the EEU. **Baikal Communications Group** complements the Russian lobbying market, professional expertise of the company helps address all the tactical and strategic clients' tasks and launch the systemic **MGIMO School**-based educational projects on advanced training in the domain of Government Relations and Political Management. More detailed information on **Baikal Communications Group** You can find on the official website of the company: <https://b-c-g.ru/en>.

**MGIMO School of Business and International Proficiency** provides MBA programs, vocational training, advanced training and retraining courses. It is an integral part of MGIMO University (Moscow State Institute of International Relations), the premier social science university across Russia, Eastern Europe, Central Asia, and BRICS countries. More detailed information on the **MGIMO School** You can find on the official website: <http://en.mgimo.mba/>.

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The list of all winning projects of the Gold Quill Awards is available at: **[https://gq.iabc.com/Home/2021-Gold-Quill-Awards-Excellence- And-Merit-Winners](https://gq.iabc.com/Home/2021-Gold-Quill-Awards-Excellence-And-Merit-Winners)**.

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