



**CONNECT
UNIVERSUM**



National Research

Tomsk State University

November 29, 2024

The First Meetup of the Open Multicultural Community CrossCommConnect

Topic:

«Professions without Borders:
Integration of Students Studying
Advertising and PR Abroad
into Professional Community»

**VII All-Russia
Research-to-Practice
Forum with international
participation
Connect-Universum 2024**

Language: English

Mode: Hybrid

(online / on-campus)

Online for speakers: Video

Conference in Ktalk

([Registration form](#))

Online for listeners: VK-Broadcast

in Group «[Реклама и PR](#)

[в Томском госуниверситете](#)»

On-campus: TSU Research

Library, Small Conference Hall /

34a Lenin St., Tomsk

9.30-11.30 (Tomsk time) | 5:30-7:30 (Moscow time)

Moderators of the event:

Snezhana S. Shamsudinova, Associate Professor, Department of Social Communications, Faculty of Psychology, Tomsk State University; **Yuliya L. Zelichenko**, Senior Lecturer, Department of Social Communications, Faculty of Psychology, Tomsk State University.

Artyom Y. Rykun

the Vice-Rector for International
Affairs, **Tomsk State University**.

**On the partnership of TSU
with Universities of Indonesia
and the work with Indonesian
students.**

Ruvira Arindita

Lecturer, Department
of Communication Sciences
(Strategic Marketing
for Public Relations Program),
[University of Al-Azhar Indonesia](#),
Jakarta, Indonesia.

**Prospects of Cooperation
with the TSU Department
of Social Communications.**

Rizqina Ramadhaniah

Head of Representative Office,
University of Tomsk, **Surabaya,
Indonesia.**

**On the prospects of
cooperation with the
Department of Social
Communications of Tomsk
State University.**

For questions about participating in the event, please contact the moderator of the community –
Yulia L. Zelichenko, Senior Lecturer, Department of Social Communications, TSU Faculty of Psychology:
crosscommconnect@mail.ru.





Benedicta Natalia Lidyawati

Graduate of the Bachelor's in Advertising and Public Relations, Faculty of Psychology, Tomsk State University (2024),

Jakarta, Indonesia.

Searching for a Job in Indonesia – My Experience.

Diah Pitaloka Margareta

Master's Degree Student in Advertising and Public Relations, Faculty of Psychology, Tomsk State University, Tomsk, Russia; Graduate of the Bachelor's Program in Communication Sciences, Social-Political Faculty, [University of Al-Azhar Indonesia](#) (2021),

Jakarta, Indonesia.

How to Get Professional Experience being a TSU Student by Participating in the Development of the Russian-Indonesian Partnership.

Daria Guzhova

Master's Degree Student in Advertising and Public Relations, Faculty of Psychology, Tomsk State University, **Tomsk, Russia**; Participant of the CommTECH Nusantara 2024 Online Program: Virtual Exploration of Indonesia – Ramadan Edition (ITS); Participant of the 4th Summer School Postgraduate School (UNAIR), Indonesia.

Students' Friendship that Sparked an Interest in another Culture.

Irwan Hermawan

(The partner of Jojo S. Nugroho- The head of Indonesian Public Relations Companies Association (APPRI) 2018-2023), Government Public Relations, Head of Research & Development at Indonesian Public Relations Companies Association (APPRI), Co-founder of [govcom consulting](#); PR agency that provide service for PR governments, Associate professor at University of Indonesia, **Jakarta, Indonesia.**

Exploring the Potential for Govcom Consulting to contribute to the Training of Advertising and PR Students at Tomsk State University: A Means of Enhancing Education and Economic Ties between Indonesia and Russia.

Rizkha Al Zahra (Representative of Dr. Firsan Nova)

Strategic Communications Specialist at [the Nexus Risk Mitigation and Strategic Communication Agency](#), alumni of Communication Sciences from the University of Indonesia, has successfully become the main confidant of Dr. Firsan Nova at the Nexus Risk Mitigation and Strategic Communication Agency, **Jakarta, Indonesia.**

Exploring the Potential for Nexus Risk Mitigation and Strategic Communication Agency to Contribute to the Training of Advertising and PR Students at Tomsk State University: A Means of Enhancing Education and Economic Ties between Indonesia and Russia.



Organizing committee:

National Research Tomsk State University International Division
Faculty of Psychology
Department of Social Communications

E-mail:

connectuniversum@gmail.com

Website:

connect-universum.com (en)
connect-universum.tsu.ru (ru)

About program «Advertising and Public Relations: Digitally Networked Communication»:
prtsu.ru