

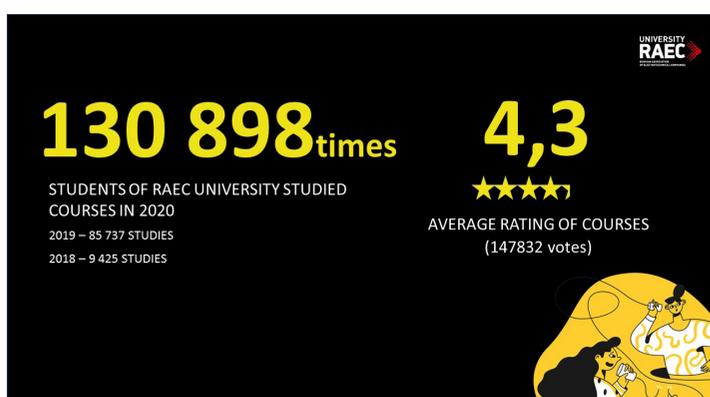
PANDEMIC AS A TIME OF THE OPPORTUNITIES

Our 2-week quarantine turned 1 year this March. This joke is very popular right now in Russia. We didn't have so much fun a year ago and we didn't expect to spend so much time in our home offices. The main thing is that our working rhythm, its intensity hasn't changed. There has been a radical change in the way we communicate with our partners. Everything became online and digital.

RAEC University, born to be digital, has strengthened its activities during pandemic times. University focuses on RAEC member employee (sales force and etc.) and HR managers, representatives of HR departments of RAEC suppliers.

Its activities have the following forms:

Elarning and courses



Webinars



Mastermind groups

Mastermind groups help to find new ways of solving the work situations through the discussions with the other members of the group. How does it look like? The meeting is held via skype or zoom platform. Speakers present their cases and the other participants give recommendations and advice on the ways of solving the problem.

In 2020 there has been 5 mastermind groups that were focused on the questions of the work with the employee in the times of pandemic and the remote work. RAEC University plans to hold 9 mastermind groups in 2021. The first mastermind group in 2021 had the topic "Mentorship for the HR specialists of RAEC". Speakers from OBO Bettermann and S3 presented the cases on the way the system of mentorship is organized in their companies.

University sessions

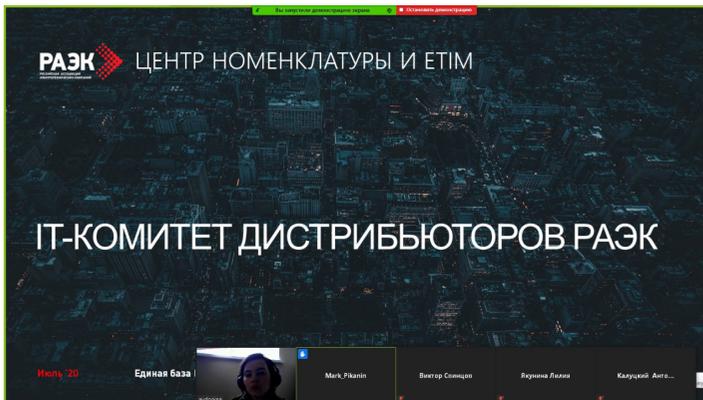
Twice a year RAEC traditionally gathers the HR representatives of RAEC members and suppliers. In 2020 these events were also held online. This fact didn't low the efficiency and the participants ranked the events 9 of 10.

RAEC Center of nomenclature and ETIM used pandemic times with the maximum efficiency. Multi-level online meetings with 27 suppliers were devoted to the transfer to ETIM 7.0.



The main milestones were:

1. The Center sends personal roadmap and the manual to each supplier
2. Meeting 1. The supplier and the Center discuss the questions and confirm the roadmap timeline
3. Meeting 2. The sides accept the results of the test exchange, solve the problems (if they happen) and correct the timeline.
4. Meeting 3. Work finalization, confirmation of the consistency of the data exchange



RAEC Center of nomenclature and ETIM also held the 1ST meeting of RAEC IT committee.

The meeting had the technical focus and gathered the heads of product, commercial, IT and ecom departments of the RAEC members. The participants discussed the results of the year and approved the plan for 2020-2021.

If we change our focus from RAEC projects to RAEC itself we can proudly tell about dozens of online meetings held in the forms of committees, conferences and negotiations.

RAEC gathers specialists of its members and suppliers to discuss the issues in the product categories (like lighting committee or low voltage equipment committee) or organizes the event devoted to a concrete supplier like Legrand or ABB.

We can say that the inner conferences during the pandemic got a new life and a new depth.

Thus, marketing conference basically focused on traditional trade marketing activities has evolutionized into the series of conferences including digital communications and the new ecom conference.

Exhibitions and industry events also searched for the new forms of digital living. Viktor Svintsov, RAEC Executive Director, moderated the session Building of the Interlight+Building Symposium (pandemic online alternative of Interlight Russia|Intelligent Building Russia exhibition organized by Messe Frankfurt Rus).



EKATERINA KHARCHENKO,
marketing and PR manager

Despite the fact of the pandemic year, despite the restrictions and difficulties RAEC strengthened its communications with colleagues and partners. Personal, life communication is very important in the business but we live in the times when technologies help us to stay in touch. It's up to us - to use these facilities and be successful and prosperous in it.