

GULF INSTITUTE



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Effective Corporate Communication for the Oil and Gas Industries

INTRODUCTION

- This Training seminar “Effective Corporate Communication for the Oil and Gas Industries” encourages managers, communications and marketing professionals to review and refresh their communications practice for the years ahead. Effective communication is a critical component in the oil and gas industry but is often undervalued by industry leaders.
- Safety is a major concern with large, potentially hazardous equipment and processes. So, maintaining a safe working environment is vital. This is a matter of organisational culture - and culture is critically affected by corporate communication. Employee engagement and team ethos are key to resilience and productivity. Our fast-paced course will cover and integrate these themes to help you face the uncertainties of a turbulent future.

This training seminar will highlight:

- The changing landscape 10-20 years out
- Stakeholder mapping and management
- Engaging your internal audience
- Creating campaigns and content that sticks
- Communicating in a regulated market

OBJECTIVES

The objectives of this training seminar are:

- To improve understanding of the evolving role of communications in the Oil and Gas industry
- To tailor reputation in line with emerging risks and opportunities
- To help participants seamlessly merge traditional and new media strategies and tactics
- To provide an opportunity update your skills and knowledge
- To help participants tell the story of the Oil and Gas Industry more positively

TRAINING METHODOLOGY

- This training course uses a wide variety of proven adult learning techniques to ensure effective assimilation and retention of the information presented. This training course is highly interactive and will prompt delegates to reflect on their own thinking, communication style and practice.
- Your Tutor will guide and facilitate learning using a wide variety of methods including direct input, video, discussions, case studies and group and individual exercises to focus on the themes of the course, practice skills and receive feedback.

ORGANISATIONAL IMPACT

The company will benefit in the following ways:

- Deepen your commitment to developing plans which are nimble and responsive
- Heighten your understanding of communicating in a regulated market
- Share your communication story with other industry players
- Expand your influence within the industry

PERSONAL IMPACT

The personal benefits to be derived from attending this training programme include the following:

- Greater understanding of the status of the creeping anti oil and gas sentiment
- Improved understanding of how to target specific audiences and assess outcomes
- Greater understanding of how to improve social media presence
- Improved writing skills
- Improved level of confidence to “break-in” to Media outlets

WHO SHOULD ATTEND?

This training course on Effective Corporate Communication for the Oil and Gas Industries is suitable to a focused group of communicators in the Oil and Gas industry and participation is encouraged from:

- Public Relations Officers
- Team Leads and Managers
- Corporate Communications Practitioners
- Public Relations / Public Affairs
- Marketing Officers

Course Outline

The Changing Landscape 10-20 years out

- Where are we now – A communications audit
- Exploring the Oil and Gas industry 20 years out
- Big issues – Climate change, regulation, green energy
- Political influencing
- Activists and NGOs
- Using PESTLE - Academic and social intelligence

Stakeholder Mapping and Management

- Stakeholder mapping and segmentation
- Touchpoints and moments of truth
- Influencer programmes
- Situational stakeholders and campaign planning
- Message mapping and the message house
- Personalisation and POEM – Mixing paid, owned and earned media

Engaging Your Internal Audience

- The importance of staff engagement
- Leading employee engagement from the top
- The role of informal peer-to-peer communication
- Developing your culture
- Turning employees into advocates
- Communicating during a crisis and beyond

Creating Campaigns and Content that Stick

- The pillars of strategy
- Thought leadership
- Psychology, problem-solving and persuasion
- The role of CSR and cause related marketing
- Managing brand perceptions
- Measuring the effectiveness of your content

Communicating in a Regulated Market

- Positioning in an uncertain world
- Political intelligence and forecasting
- Living in the blogosphere
- Voice and video – The World of Web 3.0
- The power of stories
- Encouraging stakeholders to tell your story

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