

GULF INSTITUTE



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Effective Government Relations for the Oil & Gas Sector

INTRODUCTION

- This training course on Effective Government Relations for the Oil & Gas Sector will provide participants with a thorough understanding of the government relations function within the oil and gas sector. Participants will gain an understanding of the business value that a strategic approach to government relations can deliver at all stages of the oil and gas investment cycle: exploration and production, transportation, trading, processing and distribution.
- This training course will provide insight into the role government relations plays in winning new business, building and reinforcing a strong reputation, supporting operations, managing change and resolving disputes.

This training course will highlight:

- Political risk analysis and mitigation
- License to operate
- Stakeholder mapping
- New country entry
- Advocacy and lobbying

OBJECTIVES

By the end of this training course, participants will learn:

- In-depth knowledge of how to use a strategic approach to government relations to create value for your business
- In-depth insight into how to analyse and mitigate political risks facing your business
- The ability to develop and implement a fit for purpose government relations strategy to support your business needs
- Knowledge of a wide range of tools and tactics to use to improve your ability to manage relations with government in a wide variety of situations
- Insight into how to create synergies between the government relations function and other functions such as Project Management, Operations, Finance, Legal and Public Relations

TRAINING METHODOLOGY

- This training seminar on Effective Government Relations for the Oil & Gas Sector will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. The daily workshops will be highly interactive and participative.
- This training course will be based on interactive exercises and case studies drawn from a wide range of countries and situations. One day of the course will be dedicated to a practical business game based on a realistic scenario.

ORGANISATIONAL IMPACT

- Enhance awareness of best practice in government relations
- Improve the ability to analyse and mitigate political risk
- Improve the organization's capability for designing and implementing effective government relations strategies
- Improve the organisation's capability to map and understand its stakeholders
- Improve ability to advocate for win-win solutions

PERSONAL IMPACT

- Enhance capability of the trainee to use a wide range of government relations tools and strategies
- Increase knowledge of global trends in government relations
- Increase the knowledge of different approaches to analyzing and mitigating political risk
- Increase the skill to implement government relations strategies
- Enhance the capabilities of attendees to build and maintain a license to operate

WHO SHOULD ATTEND?

This training course is suitable to a wide range of professionals who are interested in learning about government relations for the oil and gas sector:

- Government Relations Managers
- Political Risk Analysts
- Corporate Affairs Managers
- External Relations Managers
- Corporate Social Responsibility Managers
- Public Relations Professionals
- Country Managers
- Asset Managers
- Project Managers
- Operations Managers
- New Venture Managers
- Business Development Managers
- Finance and Tax Professionals

Course Outline

Introduction to Effective Government Relations

What is effective Government Relations?

- The Business Case for Government Relations
- Discussion: How important is government to your business?

Ethics and Principles

- How to conduct Government Relations with integrity?
- Legal Aspects
- Reputation Risk
- Trends

Political Risk Analysis and Mitigation

- Introduction to Political Risk
- Stakeholders: Agendas and Drivers
- Political Risk Analysis Tools
- Global Issues and Trends
- Strategies for Mitigating Political Risk

Effective Applications of Government Relations

New Opportunities

- New Country Entry
- Expanding Existing Operations
- Mergers and Acquisition

Build and Strengthen Reputation

- Stakeholder Mapping
- The License to Operate: Sustainable Relations with Governments and Communities
- Gaining and Maintaining a License to Operate

Managing Change

- Advocacy and Lobbying
- Understanding Government Stakeholder Agendas and Drivers
- Building a Case for Change

Resolving Disputes

- Business Diplomacy
- Resolving Disputes with Government, Local Communities and other Stakeholders
- Conducting Due Diligence
- Creating Win-Win Solutions

The Government Relations Toolbox Strategies and Plans

- Elements of a Government Relations Strategy^[SEP]
- Implementation^[SEP]
- Monitoring Results and Assessing Performance^[SEP]

Tools and Tactics

- High Level Engagement
- Engaging in the Policy Debate^[SEP]
- Joining Forces with Others^[SEP]
- When Things Go Wrong^[SEP]

Synergy with other Functions

- Tax^[SEP] Role of Media including Social Media
- Role of Corporate Social Responsibility
- Public Relations^[SEP]

Organisation

- Where does Government Relations fit in the company's org chart?
- What does a fit-for-purpose Government Relations department look like?
- Skills and Experience of Government Relations Managers

The Government Relations Business Game

- This day will allow attendees to bring their Government Relations expertise to bear on a realistic scenario. Attendees will have the opportunity to put into practice a range of Government Relations strategies and tools. They will be able to experience the impact of these in a fictional but realistic scenario.

Session 1

- Introducing the Scenario
- Risk Analysis
- Stakeholder Mapping

Session 2

- Building the License to Operate
- Implementing the Strategy
- Managing Expectations
- Alignment with the Government
- First Signs of Trouble

Session 3

- Political Instability
- Strikes and Protests
- New Opportunities
- New Partnerships

Session 4

- Defending the License to Operate
- Long Term Outlook
- Divestment or Staying-on?
- Lessons Learned and Conclusions

Concluding Discussion

- What does excellence in Government Relations look like?
- Q&A

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