

# Public Relations in the Oil and Gas Industry

## INTRODUCTION

- This Public Relations in the Oil and Gas Industry training seminar will help your organisation to tell its story in a way that fosters understanding building relations with local communities, national governments, campaigners and the media building your brand and reputation.
- The energy sector is vital to our daily lives and to global economies but, much of the time, is treated harshly in the media and by some stakeholders. Sustained public relations campaigns can help drive strategic organisational change, build public perceptions and drive reputation with key stakeholders.
- This powerful Public Relations in the Oil and Gas Industry training seminar takes a problem-solving approach to the design of PR programmes for the oil and gas industry. By closely fitting the approach to core business priorities it reinforces key messages and organisational strategy.

Participants will develop the following competencies:

- Setting clear objectives and KPIs with realistic budgets and schedules
- Campaign design and planning skills
- Engaging target audiences – including the media – with great content
- Use of key tools and techniques to influence audience behaviour
- Media relations strategies and tools to optimise coverage in your target channels
- Crisis and litigation management approaches

## OBJECTIVES

At the end of this training seminar delegates will be able to:

- Develop a problem-solving approach to match PR strategy to business objectives choosing channels and tactics to achieve business results
- Examine the range of PR tools and techniques to select the best for your purpose
- Plan PR campaigns to meet need setting clear objectives with behavioural outcomes and measurable results
- Measure risk and plan to mitigate these risks
- Understand how to generate and place stories in the media and achieve consistently favorable coverage

## ORGANISATIONAL IMPACT

Your organisation will benefit from:

- Clearer and more focused internal and external communication
- Production of clearer and more strategic PR / Communications briefs
- Coherent and focused campaigns that deliver clear business results
- Enhanced reputation and brand profile through well designed campaigns
- Enhanced media profile and breadth of coverage
- Maximum effect for minimum financial outlay

## PERSONAL IMPACT

You will acquire a range of skills, techniques, and knowledge, particularly:

- Greater problem-solving ability
- Ability to think and act more creatively
- Greater confidence in presenting your arguments to diverse audiences
- Tools to manage issues across a range of media
- Crisis management skills

## WHO SHOULD ATTEND?

- This Public Relations in the Oil and Gas Industry training seminar is relevant to anyone likely to have responsibility for managing relations with stakeholders and maintaining long-term relationships with government, visitors, partners, customers, guests, and VIPs.
- PR, public affairs, corporate communications, and media / press officers
- Community relations specialists
- Government and external affairs personnel
- Managers of all levels and team leaders
- Middle and senior managers with a responsibility for effective communications

## Course Outline

The Complete PR / Communications Professional

- The Role of Communications and PR in the Oil and Gas Industries
- Overview of the Challenges Facing the Industry and its Image / Reputation
- The Reputation Managers – Building and Defending your Brand
- From Local Community to the Regulators – Identifying and Classifying Stakeholders
- Identifying your Target Publics or Audiences
- From Exploration to Retail - Engaging and Marshalling your supply Chain

## Telling Your Story – And Getting It Heard

- Setting SMART Objectives to Meet your Business Needs
- The Psychology of Persuasion
- The Power of Storytelling – Building your Message House
- Choosing Channels to Reach your Target Audience, The POEM Acronym
- Persuading and Building Relationships with the Media
- Social Media and its Power

## The Power of Community – CSR in Action

- Identifying the Issues that Resonate – Sentiment Mining
- Pressure Groups and NGOs – How to involve them
- Choosing your Causes for PR Crisis Defence
- Cause Related Development and Brand Building
- Engaging and Encouraging your Staff, Suppliers and Customers
- Social Responsibility Reporting

## Crisis Avoidance and Crisis Management

- Environmental Scanning, using SWOT and PEST Analyses and Scenarios
- Advanced Issue Management
- Building your Crisis Management Plan and Toolkit including 'dark' websites
- Identifying and Training Media Spokespeople
- Planning and Giving Media Interviews and Briefing Interviewees
- Crisis Handling and Business Recovery

## Putting It All Together

- Media Relations – Maintaining your Reputation across Traditional and Digital Media
- Planning, Writing and Distributing Effective Media Releases
- Developing your Communications Strategy
- Informing, Consulting and Working with the 'C' suite
- Using Measurement to improve Performance
- Summary and Conclusion