



EFFECTIVE CORPORATE COMMUNICATION FOR THE OIL AND GAS INDUSTRIES

MASTERING RISK AND REPUTATION

OUR PRESTIGIOUS CLIENTS



COCO-COLA - INDIA



PEPSICO

MENA



BRITISH AIRWAYS



CSS
CORP

GLOBAL LOGISTICS



NORTH AMERICA [SHALE GAS]



SHARED SERVICE

SUPPLY CHAIN EXCELLENCE - INDIA



NORTH AMERICA
LEAN TRANSFORMATION



R.S. LOGISTICS

PAN INDIA



pwc

CONSULTING

INTRODUCTION

This CHOOLS online 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 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 online 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 online training programme 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 online training course will utilize a variety of proven online learning techniques to ensure maximum understanding, comprehension, retention of the information presented. The training course is conducted Online via an Advanced Virtual Learning Platform in the comfort of any location of your choice.

Organisational Impact

Organisational Impact

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 online 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 CHOOOLS online 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 Page 3 of 4
- Public Relations / Public Affairs
- Marketing Officers



SEMINAR OUTLINE

DAY 1

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

DAY 2

Stakeholder Mapping and Management

Stakeholder Mapping and Segmentation

Touch points and Moments of Truth

Influencer Programme

Situational Stakeholders and Campaign Planning

Message Mapping and the Message House

Personalization and POEM - Mixing Paid, Owned and Earned Media

DAY 3

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

DAY 4

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

DAY 5

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

CHENNAI

3/10 Senthamil Nagar
Main road, Ramapuram,
Thiruvallur
Chennai - 600089

BANGALORE

4E, 4th Floor, Rich homes,
Richmond Rd, 1st Block,
Shanthala Nagar, Bengaluru,
Karnataka 560025.

USA

Chools Consulting Services as part of
Chools Group LLC,
307, Devon Dr,
Johnstown, pennsylvania 15904,
Cambria, USA.

MALAYSIA

D-3-48, Blok Dahlia 10 Boulevard
Lebuhraya Sprint PJU 6A
47400 Petaling Jaya
Selangor

DUBAI

Number 931
Tower - 3
Al Ghurair center
Deira | Dubai

Web : chools.in
Email : info@choolsgroup.com
Call : 74067 33363

