

Efficient Corporate Communication for the Oil and Gas Industries

Understanding Reputation and Risk

Introduction

Managers, marketing, and communications specialists are encouraged to examine and update their communication practices in preparation for the upcoming years by attending this Course N Carry Training programme, "Efficient Corporate Communication for the Oil and Gas Industries." Despite its importance, leaders in the oil and gas sector frequently underestimate the importance of effective communication.

Safety is a top priority when it comes to massive, possibly dangerous machinery and operations. Thus, keeping a safe workplace is essential. This has to do with organisational culture, and corporate communication has a big impact on culture. Resilience and productivity are largely dependent on employee involvement and team culture. To assist you in navigating the uncertainties of a volatile future, these themes will be covered and integrated in our fast-paced course.

The main points of this Course N Carry training seminar are:

- The shifting terrain ten to twenty years later
- Mapping and managing stakeholders
- Including your internal audience
- Developing memorable campaigns and content
- Interacting within a regulated industry

Objectives

The following are the goals of this Course N Carry training seminar:

- To have a better grasp of how communications are changing in the oil and gas sector
- To adjust one's reputation to new possibilities and hazards
- To assist participants in combining new and classic media strategies and approaches in a seamless manner
- To give you the chance to refresh your knowledge and abilities
- To assist participants in narrating the Oil and Gas Industry's narrative in a more positive light

Training Methodology

A wide range of tried-and-true adult learning strategies are employed in this Course N Carry training programme to guarantee that the material is effectively assimilated and retained. Participants in this highly interactive training session will be prompted to consider their own ways of thinking, communicating, and practicing.

Utilising a wide range of techniques, such as direct instruction, video, case studies, discussions, and group and individual exercises, your tutor will lead and support learning so that you can concentrate on the course's themes, hone your skills, and get feedback.

Organizational impacts

The following are the ways that the business will profit:

- Increase your dedication to creating flexible and adaptable programmes.
- Expand your knowledge of how to communicate in a regulated market.
- Tell other industry participants about your communication experience.
- Increase your impact in the sector

Personal Impact

Attending this Course N Carry training programme will personally benefit you in the following ways:

- An improved comprehension of the nature of the growing anti-oil and gas sentiment
- Enhanced comprehension of how to evaluate results and target particular audiences
- A deeper comprehension of how to enhance one's social media presence
- Enhanced writing abilities heightened self-assurance to "break-in" to media outlets

Who should attend?

A targeted set of communicators in the oil and gas business are appropriate candidates for this Course N Carry training course on Efficient Corporate Communication for the Oil and Gas Industries. Participation is welcomed from:

- Public relations representatives, managers, and team leaders
- Practitioners of Corporate Communications
- Marketing Officers in Public Relations and Public Affairs

Course Outline

Day 1

The Shifting Terrain ten to twenty years later

- Right now, where are we? An audit of communications
- Investigating the oil and gas sector 20 years from now
- Major concerns: green energy, regulations, and climate change
- NGOs and activists using PESTLE (political, social, and emotional intelligence)

Day 2

Stakeholder Management and Mapping

- Mapping and segmenting stakeholders
- Moments of truth and contact points
- Influencer initiatives
- Campaign planning and situational stakeholders
- The message house and message mapping
- Customisation and POEM: Combining owned, earned, and paid media

Day 3

Including Your Internal Audience

- The significance of employee involvement
- Leading from the top in terms of employee engagement
- Informal peer-to-peer communication's function
- Building your culture
- Converting workers into supporters
- Speaking up in times of crisis and beyond

Day 4

Making Memorable Campaigns and Content

- The foundational elements of strategy
- Mental guidance
- Persuasion, psychology, and problem-solving
- CSR's function and cause-related marketing
- Controlling how people perceive a brand
- Assessing the impact of your material

Day 5

Speaking in a Controlled Marketplace Taking a Stand in an Uncertain World

- Political forecasting and intelligence
- Being a blogger
- Audio and visual – The Web 3.0 World
- The narrative power
- Motivating interested parties to share your narrative