MERCURY

Public Relations in the Oil & Gas Industry

10 – 14 May 2027
Milan (Italy)



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Ref: 15083_298435 **Date:** 10 – 14 May 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

Introduction:

This oil and gas industry public relations course will help your organization tell its story in a way that fosters understanding, builds relations with local communities, national governments, campaigners, and the media, and builds your brand and reputation.

The energy sector is vital to our daily lives and global economies. Still, the media and some stakeholders often treat it harshly. Sustained public relations campaigns can help drive strategic organizational change, build public perceptions, and build reputations with key stakeholders.

This powerful oil and gas industry public relations training course takes a problem-solving approach to designing a PR program. It reinforces key messages and organizational strategy by closely fitting the approach to core business priorities.

Targeted Groups:

- Estimate costs proactively.
- Practicing cost reduction techniques.
- Effective cost estimates for projects.
- Make better use of cost budgets, plans, and forecasts.
- Understanding project evaluation.

Course Objectives:

At the end of this oil and gas industry public relations course, the participants will be able to:

- Develop a problem-solving approach to match PR strategy to business objectives and choose 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 the need to set clear objectives with behavioral outcomes and measurable results.
- Measure risks and plan to mitigate these risks.
- Understand how to generate and place stories in the media and achieve consistently favorable coverage.

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Targeted Competencies:

By the end of this oil and gas industry public relations training, the participant's competencies will:

- 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 behavior.
- Media relations strategies and tools to optimize coverage in your target channels.
- Crisis and litigation management approaches.

Public Relations in the Oil and Gas Industry:

Participants in the oil and gas industry public relations course engage in comprehensive training tailored to the specific dynamics of this sector. This program offers a rigorous curriculum designed to equip individuals with the necessary skills and knowledge to excel in PR roles within oil and gas companies.

By earning a public relations certification focused on the oil and gas industry, participants enhance their professional credentials and gain a competitive edge in the job market. Through specialized oil and gas training sessions, participants delve into strategic communication tactics, crisis management strategies, and stakeholder engagement techniques tailored specifically to the unique challenges of the oil and gas sector.

Upon completing the course, participants receive an oil and gas public relations certificate, validating their expertise in this specialized field and empowering them to drive impactful PR initiatives within oil companies.

This comprehensive oil and gas industry public relations program ensures that participants are well-equipped to navigate the complexities of PR in the oil and gas industry, positioning them for success in their careers.

Course Content:

Unit 1: 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 the local community to the regulators - identifying and classifying stakeholders.
- Identifying your target public or audiences.
- From exploration to retail - engaging and marshaling your supply chain.

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Unit 2: 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.

Unit 3: 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 defense.
- Cause-related development and brand building.
- Engaging and encouraging your staff, suppliers, and customers.
- Social responsibility reporting.

Unit 4: Crisis Avoidance and Crisis Management:

- Environmental scanning, using SWOT and PEST analyses and scenarios.
- Advanced issue management.
- Build 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.

Unit 5: 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.

Conclusion:

The oil and gas industry public relations course offers specialized training for PR professionals in this sector. Focusing on oil and gas industry dynamics, participants gain essential skills and earn a certification, enhancing their career prospects.

This oil and gas industry public relations program equips participants to excel in PR roles within oil companies, ensuring they are well-prepared to navigate industry-specific challenges effectively.