



## Public Relations in the Oil & Gas Industry

30 Dec 2024 - 03 Jan 2025  
Vienna (Austria)



# Public Relations in the Oil & Gas Industry

**Ref.:** 15083\_293820 **Date:** 30 Dec 2024 - 03 Jan 2025 **Location:** Vienna (Austria) **Fees:** 4900 Euro

## Introduction:

This course will help your organization 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 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 organizational change, build public perceptions and drive reputation with key stakeholders.

This powerful training course takes a problem-solving approach to the design of PR programs for the oil and gas industry. By closely fitting the approach to core business priorities it reinforces key messages and organizational strategy.

## Targeted Groups:

- 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 Objectives:

At the end of this course the participants will be able to:

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

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

## 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 publics or audiences
- From exploration to retail - engaging and marshaling your supply chain

## **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 & 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

## **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



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**Registration form on the :  
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