

PUBLIC RELATIONS IN THE OIL AND GAS INDUSTRY

Duration 2 days

Date: 18-19 July 2017, TEHRAN, IRAN

۲۷ و ۲۸ تیرماه ۱۳۹۶

● PURPOSE

In this 2-day programme, participants will go through all elements of the PR profession and will leave at the end with the ability to refresh and improve the PR program in their own organisation. The course will be highly interactive and energetic with lots of time for discussion, questions and answers, going through case studies and executing exercises.

● AUDIENCE

This new course will provide important guidance, insights and practical learnings and is meant for PR managers and contractors in the oil & gas and petrochemicals business.

● INSTRUCTOR



Bert Regeer

Your course leader is Bert Regeer, a seasoned PR professional with 25 years of international experience at Royal Dutch Shell plc. Prior to his career at Shell, Regeer worked for a national newspaper in the Netherlands. In 2015, he started his own consultancy, advising companies and organisations on a range of PR aspects including organisational effectiveness, leadership and PR competencies.

● LEARNING OBJECTIVES

- Provide a solid overview of the modern PR profession and build knowledge on how to apply this, thereby adding value to the oil & gas and petrochemical business.
- Learn from deep insights in a range of PR disciplines in order to be able to build a professional PR plan and program that improves the reputation of your company.
- Enhance capability and competencies by studying best practices, case studies, international trends and working on exercises.

● AGENDA

● FUNDAMENTALS OF PUBLIC RELATIONS 0.25 day

A broad and international overview of the fundamentals of PR in the oil & gas and petrochemical business, including measurement and evaluation.

● WORKING IN A CHANGING LANDSCAPE 0.25 day

The landscape of PR is changing rapidly. This section gives deep insights in international trends in PR from all around the world, including the changing role of business in society.

● MAKE IT STICK... 0.25 day

This is all about messaging and storytelling. How to create compelling messaging and then: how to make it stick. Some practical keys to storytelling.

● DISCIPLINE OVERVIEW 0.25 day

How to work with stakeholder engagement, media relations, social media, issues management and social performance. Insights and key templates for easy implementation.

● BRING BUSINESS THEMES TO LIVE 0.25 day

Your organisation will have a business strategy. This is the starting point for a PR professionals. How to translate the business strategy in business themes and make them alive in attractive campaigns.

● BUILDING THE ANNUAL PLAN 0.25 day

Combine your learnings in a plan – how to build an annual plan that has a positive impact in the oil & gas and petrochemical business.

● CRISIS MANAGEMENT 0.25 day

And then it happens! A crisis occurs and needs to be addressed. Learn from a practical guide on crisis management including international case studies.

● EXERCISE ON MANAGING A CRISIS 0.25 day

The final exercise, in the final afternoon. What are your first steps if a crisis occurs? How do you organise the team? What roles are crucial? What do you say, what do you do?

Language	Location	Date	Fee(Euro)	Registration Contacts
 English همراه با ترجمه همزمان فارسی	Tehran Grand Hotel	18-19 July 2017 ۲۷ و ۲۸ تیرماه	یورو 750	مدیر کارگاه کامران جوادی ۰۹۱۲۸۳۸۳۹۹۸ ۰۲۱۸۸۵۵۸۷۵۰ kamran@cbcoilandgas.com

حضور بیش از 3 نفر از هر شرکت شامل 10% تخفیف میشود.
 در پایان کارگاه برای شرکت کنندگان گواهی بین المللی صادر میگردد.
 محل برگزاری کارگاه : هتل بزرگ تهران تقاطع خیابان ولیعصر و مطهری