

€ TRAINING

Public Affairs and Government Relations
Strategy In The Oil And Gas Industry



16 - 20 September 2024
Casablanca (Morocco)
New Hotel



Public Affairs and Government Relations Strategy In The Oil And Gas Industry

REF: ST1809 DATE: 16 - 20 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program provides a deep dive into the strategic approaches and practices of public affairs and government relations specific to the oil and gas industry. It empowers participants to effectively manage stakeholder relationships, navigate regulatory environments, and advocate for industry interests.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the key aspects of public affairs and government relations in the oil and gas sector.
- Develop strategies for engaging with governmental bodies and regulators.
- Navigate the political and legal frameworks impacting the industry.
- Enhance communication with stakeholders and the public.
- Apply ethical considerations in lobbying and advocacy efforts.

Targeted Audience:

- Public Affairs Managers
- Government Relations Specialists
- Policy Advisors in the Oil and Gas Industry
- Compliance Officers
- Senior Executives involved in policy and regulatory matters

Program Outline:

Unit 1:

Foundations of Public Affairs in Oil and Gas:

- Overview of public affairs and its role in the oil and gas industry.
- Key stakeholders and their interests.
- The impact of global and regional policies on operations.

- Introduction to regulatory bodies and their functions.
- Ethical considerations in public affairs.

Unit 2:

Government Relations and Lobbying:

- Strategies for effective lobbying and government engagement.
- Building and maintaining relationships with government officials.
- Navigating policy changes and regulatory updates.
- Case studies of successful government relations campaigns.
- Compliance and legal aspects of lobbying.

Unit 3:

Stakeholder Engagement and Communication:

- Techniques for stakeholder mapping and analysis.
- Developing targeted communication strategies.
- Crisis communication and reputation management.
- Community engagement and corporate social responsibility initiatives.
- Evaluating the effectiveness of communication strategies.

Unit 4:

Regulatory Frameworks and Compliance:

- Detailed review of current regulations impacting the oil and gas industry.
- Best practices for regulatory compliance.
- Impact of international laws on national operations.
- Preparing for audits and regulatory inspections.
- Future trends in oil and gas regulation.

Unit 5:



Strategic Planning and Implementation:

- Integrating public affairs into corporate strategy.
- Tools for planning and applying strategic forecasting.
- Advocacy and policy influence strategies.
- Monitoring and adapting strategies based on political and economic changes.
- Leadership and team coordination in strategic execution.