Corporate Social Responsibility in the Oil & Gas Industry
The Importance of Reputational Risk

01 - 05 Sep 2019, Dubai
Corporate Social Responsibility in the Oil & Gas Industry
The Importance of Reputational Risk

Introduction

This GLOMACS Corporate Social Responsibility in the Oil & Gas Industry training course addresses the raft of issues that face companies in the hydrocarbon industries. The global focus on climate change has cast the oil and gas industry as a problem sector. Disasters, oil spills and financial irregularities have all fed high-profile news stories that fuel public distrust and protest. Communities that rejoiced in the discovery of oil have sometimes grown disenchanted with the reality of its extraction and the infrastructure that grows to support it.

While some companies and host governments have handled matters deftly and with great strategic insight, this has not always been the case. This GLOMACS Corporate Social Responsibility in the Oil & Gas Industry training course will give you the skills to identify, monitor and manage issues that affect your organisation, map stakeholder interests and maintain positive stakeholder relationships within the framework of corporate policy and strategy.

This GLOMACS training seminar will highlight:

- The development of a strategic approach to Corporate Social Responsibility
- The tools to identify, track and manage issues
- Stakeholder identification and mapping
- Risk and crisis management approaches and tools
- Evaluation and analysis tools

Objectives

This exciting and innovative GLOMACS training seminar will focus on the practical and theoretical aspects of risk, reputation and stakeholder management and Corporate Social Responsibility.

At the end of this GLOMACS training seminar, you will have learned to:

- Conduct a reputational and communications audit
- Identify issues that impact your business and plan to monitor and manage them
- Develop a risk and crisis management plan
- Write a brand and reputation management strategy
- Develop a Corporate Social Responsibility Action Plan

Training Methodology

This GLOMACS Corporate Social Responsibility in the Oil & Gas Industry training seminar uses a range of proven adult learning techniques to ensure maximum understanding and retention of the information presented. This includes stimulating presentations supporting each of the topics together with interactive trainer lead discussion sessions and practical activities. Case studies - many on video - will be used throughout the programme.

There will also be many practical sessions where participants have the opportunity to practice and experience course related activities. Practical and fun exercises, short video presentations, small group work and feedback will be used to facilitate learning.

Organisational Impact

Building your reputation and maintaining good relations with your publics and stakeholders is important to achieving corporate objectives. This GLOMACS Corporate Social Responsibility in the Oil & Gas Industry training course will:

- Help build future scenarios that enhance the reputation and impact of the organisation
- Improve communication with key stakeholders
- Increase the coherence and impact of corporate philanthropy
- Positively influence key stakeholders
- Develop a crisis avoidance and management approach

Personal Impact

By attending this GLOMACS Corporate Social Responsibility in the Oil & Gas Industry training seminar, participants will develop:

- A detailed understanding of Corporate Social Responsibility
- Practical Skills for issue management
- Effective stakeholder communication Skills
- Improved crisis planning skills
- An increased in techniques

Who Should Attend?

This GLOMACS training course is suitable for a wide range of professionals but will greatly benefit:

- Corporate Social Responsibility (CSR) Specialists
- Communications Professionals
- PR and Corporate Affairs Professionals
- Marketing Professionals
- Corporate Strategists and Planners
- Project and Programme Managers
### Seminar Outline

**DAY 1**  
**What is Strategy? Understanding the Bigger Picture**  
- Setting the Stage – The Global Issues Facing the Oil and Gas Industry  
- Conducting a Reputational Audit  
- Brand and Brand Building  
- Tools for Analysing Reputation  
- Stakeholder Identification and Mapping  
- The Role of Corporate Social Responsibility (CSR) in Building Reputation

**DAY 2**  
**Issues Identification, Monitoring and Management**  
- Identifying the Issues that Might Impact Your Organisation  
- Issue Monitoring and Tracking  
- Scenario Planning  
- Using SWOT, PEST AND PESTLE  
- An Issue Management Framework and Issue ‘Owners’  
- Using Issue Management Tools to Identify Corporate Social Responsibility (CSR) Opportunities

**DAY 3**  
**Developing a Risk and Crisis Management Plan**  
- Crisis Incubation  
- Risk Assessment  
- Media Crisis Management Plan  
- Business Continuity Planning  
- Scenario Development and Media Crisis Role Play  
- Using Corporate Social Responsibility (CSR) in a Crisis

**DAY 4**  
**Brand and Reputation Management Strategy**  
- The Key Drivers of Reputation  
- Stakeholder Views of Your Organisation  
- Sentiment Mining  
- Corporate Social Responsibility (CSR) Hot Issues  
- Incorporating Corporate Social Responsibility (CSR) into Your Brand Strategy  
- Developing Your Strategy

**DAY 5**  
**Corporate Social Responsibility Action Plan**  
- Consolidating Your Issue and Risk Lists  
- Matching Opportunities to Your Corporate Priorities  
- Community Programmes  
- Thought Leadership  
- Awards and Accolades  
- Developing Your Action Plan
Corporate Social Responsibility in the Oil & Gas Industry
The Importance of Reputational Risk

<table>
<thead>
<tr>
<th>Code</th>
<th>Date</th>
<th>Venue</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>MG264</td>
<td>01 - 05 Sep 2019</td>
<td>Dubai</td>
<td>$4,950</td>
</tr>
</tbody>
</table>

4 WAYS TO REGISTER

Tel: +971 (04) 425 0700
Fax: +971 (04) 425 0701
Email: info@glomacs.com
Website: www.glomacs.com

TERMS AND CONDITIONS

- **Fees** – Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
- **Mode of Payment** – The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/ sponsor. Credit card and cheque payments are both acceptable.
- **Cancellation / Substitution** – Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
- **Hotel Accommodation** – is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
- **Attendance Certificate** – a certificate of attendance will only be awarded to those delegates who successfully completed/ attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
- **Force Majeure** – any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
- **Fair Access / Equal Opportunities** – In the provision of its services as a world-class Training Provider, the Company is committed to provide fair access / equal opportunities throughout the delivery of its courses and assessment leading to the completion of training seminars, or 3rd party qualifications/certifications.

P.O. Box 74653 Dubai, U.A.E.
T: +971 (04) 425 0700 | F: +971 (04) 425 0701
E: info@glomacs.com | W: www.glomacs.com

Connect with Us On LinkedIn
Scan the QR Code* to visit and connect to our LinkedIn profile.

*Requires QR code reader/scanner application to be installed on your smartphone.