PR & Media · PR122

# Public Relations within the Oil and Gas Industry

Madrid · 30 Nov 2026 - 4 Dec 2026

| Date | Venue | Duration |
|---|---|---|
| **30 Nov 2026 - 4 Dec 2026** | **Madrid** | **1 Week** |
| Fee | Ref | Language |
| **£5,000 GBP** | **PR122** | **English** |

## Introduction

This PR in the Oil and Gas Industry course will assist your organization in informing its story in a way that fosters understanding, as well as building relationships with local communities, national governments, campaigners, and the media, as well as building your brand and reputation.
The energy sector is vital to our daily lives and global economies, but it is frequently maligned in the media and by some stakeholders. Sustained public relations campaigns can aid in driving strategic organizational change, shaping public perceptions, and improving reputation with key stakeholders.
This powerful PR within the Oil and Gas Industry training course approaches the planning of PR programs for the oil and gas industry with a problem-solving approach. By closely fitting the approach to core business priorities it reinforces key messages and organizational strategy.

### Participants will develop the subsequent 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 Objectives of PR within the Oil and Gas Industry

### At the top of this training course delegates are going to be able to:

- Develop a problem-solving approach to match PR strategy to business objectives choosing channels and tactics to realize business results
- Examine the range of PR tools and techniques to pick the simplest for your purpose
- Plan PR campaigns to satisfy the need to set clear objectives with behavioral outcomes and measurable results
- Measure risk and decide to mitigate these risks

- Understand the way to generate and place stories within the media and achieve consistently favorable coverage

## Course Methodology of PR within the Oil and Gas Industry

This PR within the Oil and Gas Industry training course is fast-paced, highly interactive, and participatory. Training is going to be delivered through a mixture of presentations, conferences, role play, and group exercises. This program is rich just in case studies and examples. Multimedia presentations will feature video case studies also because of the opportunity to listen to experts from a spread of disciplines.

## Organizational Impact of PR within the Oil and Gas Industry

### Your organization will benefit from:

- Clearer and more focused internal and external communication
- Production of clearer and more strategic PR / Communications briefs
- Coherent and focused campaigns that deliver clear business results
- Enhanced reputation and brand profile through neat campaigns
- Enhanced media profile and breadth of coverage
- Maximum effect for the minimum financial outlay

## Personal Impact of PR within the Oil and Gas Industry

### You will acquire a variety of skills, techniques, and knowledge, particularly:

- Greater problem-solving ability
- Ability to think and act more creatively
- Greater confidence in presenting your arguments to diverse audiences
- Tools to manage issues across a variety of media
- Crisis management skills

## Target Audience of PR within the Oil and Gas Industry

This PR within the Oil and Gas Industry training course has relevance to anyone likely to possess responsibility for managing relations with stakeholders and maintaining long-term relationships with government, visitors, partners, customers, guests, and VIPs.

- 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 responsibility for effective communications

## Course Outlines of PR within the Oil and Gas Industry

### DAY 1

### The Complete PR / Communications Professional

- The Role of Communications and PR within 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 area people to the Regulators – Identifying and Classifying Stakeholders
- Identifying your Target Public or Audiences
- From Exploration to Retail - Engaging and Marshalling your Supply Chain

## DAY 2

## Telling Your Story – And Getting It Heard

- Setting SMART Objectives to satisfy your Business Needs
- The Psychology of Persuasion
- The Power of Storytelling – Building your Message House
- Choosing Channels to succeed in your audience, The POEM Acronym
- Persuading and Building Relationships with the Media
- Social Media and its Power

## DAY 3

## The Power of Community – CSR in Action

- Identifying the problems that Resonate – Sentiment Mining
- Pressure Groups and NGOs – the way to involve them
- Choosing your Causes for PR Crisis Defense
- Cause Related Development and Brand Building
- Engaging and inspiring your Staff, Suppliers and Customers
- Social Responsibility Reporting

## DAY 4

## Crisis Avoidance and 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

## DAY 5

## Putting It all at once

- Media Relations – Maintaining your Reputation across Traditional and Digital Media
- Planning, Writing, and Distributing Effective Media Releases
- Developing your Communications Strategy
- Informing, Consulting , and dealing with the ‘C’ suite
- Using Measurement to Enhance Performance
- Summary and Conclusion

### Register or ask about this course online

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