



Consultancy
Intelligence
Publishing

CONTENT BUREAU 2023 EDITORIAL SERVICES PROFILE



The **GI Content Bureau** service is designed to provide our clients with a team of world-class writers and editors that have a collective experience of over 100 years producing longform feature-length content on the global economy and industry for leading international media companies including Bloomberg, Reuters, Platts, The Financial Times and the the Wall Street Journal. This rare and exclusive expertise can be retained on an annual basis to deliver a continuous supply of Feature Articles, Opinion Editorials, Newsletters, Whitepapers & Special Reports etc., or can be secured under a call-off arrangement to deliver special project assignments.



- ✓ GI will prepare suitable editorial content formats to convey the client's message to its target audience. All relevant content needs to move beyond *what's-just-happened* and address *what's-at-stake* and *why-we-should-care*.

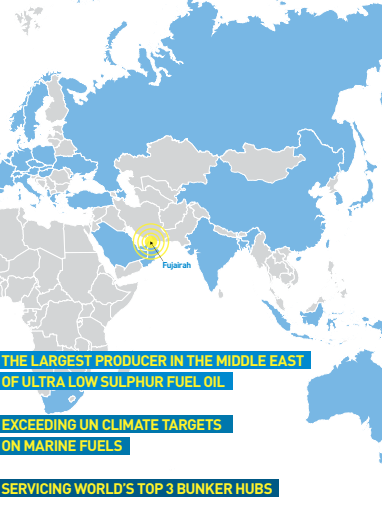
- Opinion Editorials
- Company Editorial “Toolboxes”
- Newsletters
- Special Reports
- White Papers
- Feature Articles
- Q&A Interviews
- Podcast/Webinars



Anecdotal Company Profiles & Leadership Biographies

Gulf Intelligence will work closely with the company's corporate communications team to create a Company Profile Toolbox by drafting:

- ✓ An anecdotal long-form company profile that will attract the editorial eye of print media for a potential feature
- ✓ Anecdotal-led Profiles of the senior executives adding a more 'human' element to the story.

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**THE LARGEST PRODUCER IN THE MIDDLE EAST
OF ULTRA LOW SULPHUR FUEL OIL**

**EXCEEDING UN CLIMATE TARGETS
ON MARINE FUELS**

SERVICING WORLD'S TOP 3 BUNKER HUBS

Uniper Energy DMCC

Feature Articles & Opinion Editorials

GI will write and edit Opinion Editorials to a world-class standard in the name of a client’s leadership team that will help elevate their posture and profile in front of B-to-B and B-to-C stakeholders in all relevant markets. The feature-length articles will be written in English and can be translated into multiple languages for key markets both locally and across the globe. The why-we-care content can also be cut up into bite-size formats to support social media campaigns.

Collage of feature articles and opinion editorials, including titles like "EOR: Old Challenge, Fresh Eyes", "Pioneering Low-Carbon PARTNERS", and "EOR: Old Challenge, Fresh Eyes".

Newsletters / Bulletins

Collage of newsletters and bulletins, including "The Middle East LNG Institute Weekly LNG Insights", "Gulf Intelligence Weekly Newsletter", and "Energy Transition INTELLIGENCE BRIEFING".

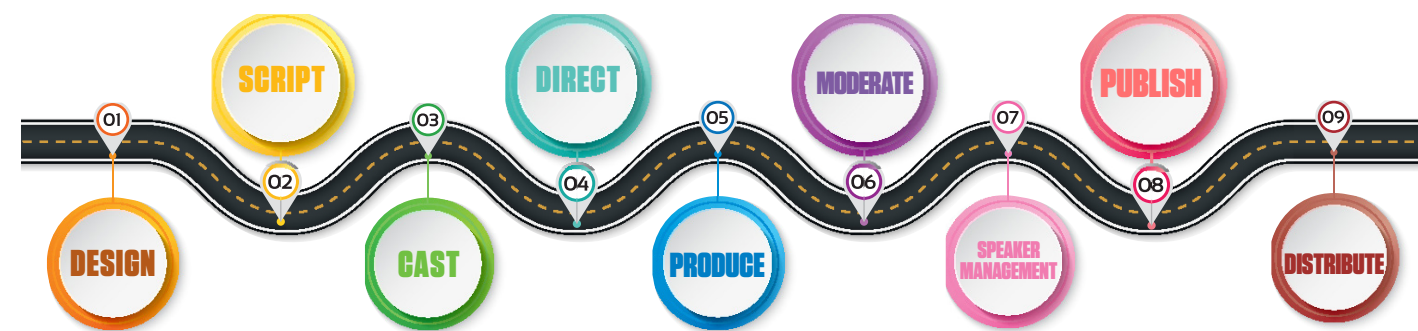
Whitepapers - Special Reports

Collage of whitepapers and special reports, including "SPECIAL REPORT 'Maximum Energy, Minimum Emissions'", "Digital Economies of the Future: Innovative, Connected, Secure", "WHITEPAPER HYDROGEN IN THE 2020s", "Powering a low-carbon future.", "Special Report The Saudi Arabia 4.0 Industrial Revolution?", and "Microsoft Energy Core Special Report".

Industry Forums / Webinars / Podcasts

WHAT IS IT?... KNOWLEDGE PARTNER CONSULTANCY

Gulf Intelligence will script & produce Industry Forums/Webinars/Podcasts on behalf of a client with the purpose of facilitating critical knowledge exchange on timely and relevant issues for its energy stakeholders across the Middle East: *see below a profile of the **GI Knowledge Partner** Consultancy Service.*



DESIGN

GI will design a robust and results driven architecture for each event. GI will engage with the Client to design an event structure, agenda and format to maximize the engagement & opportunity.

SCRIPT

GI will coordinate with the Client to finalize a Theme & Topics that are aligned with it's thought Leadership posture & of relevance to targeted stakeholder groups. GI will research, script & format topics for discussion.

CAST

GI will identify and secure featured speakers – competent thought leaders on the topics being tackled in the Forum.

DIRECT - SPEAKER MANAGEMENT

GI will provide LIVE briefings and talking points to all featured speakers and leaders participating in the event.

PRODUCE

GI will manage all production aspects related to speaker management on the day of the LIVE event.

MODERATE/MC

GI can moderate & manage guest moderators to ensure the program is presented in a dynamic and interactive format, & achieves its target objectives.

PUBLISH

GI will harvest all the most timely and relevant knowledge shared during the thought leadership forum and publish it in a post-event Whitepaper/Report.

Webinar Audience Outreach

WHAT IS IT?

Gulf Intelligence will create, maintain and execute a audience outreach strategy that includes building relationship with the identified stakeholders through a process that can last many months and require engaging multiples of up to 4 times the amount of people you are actually seeking to attend the event.

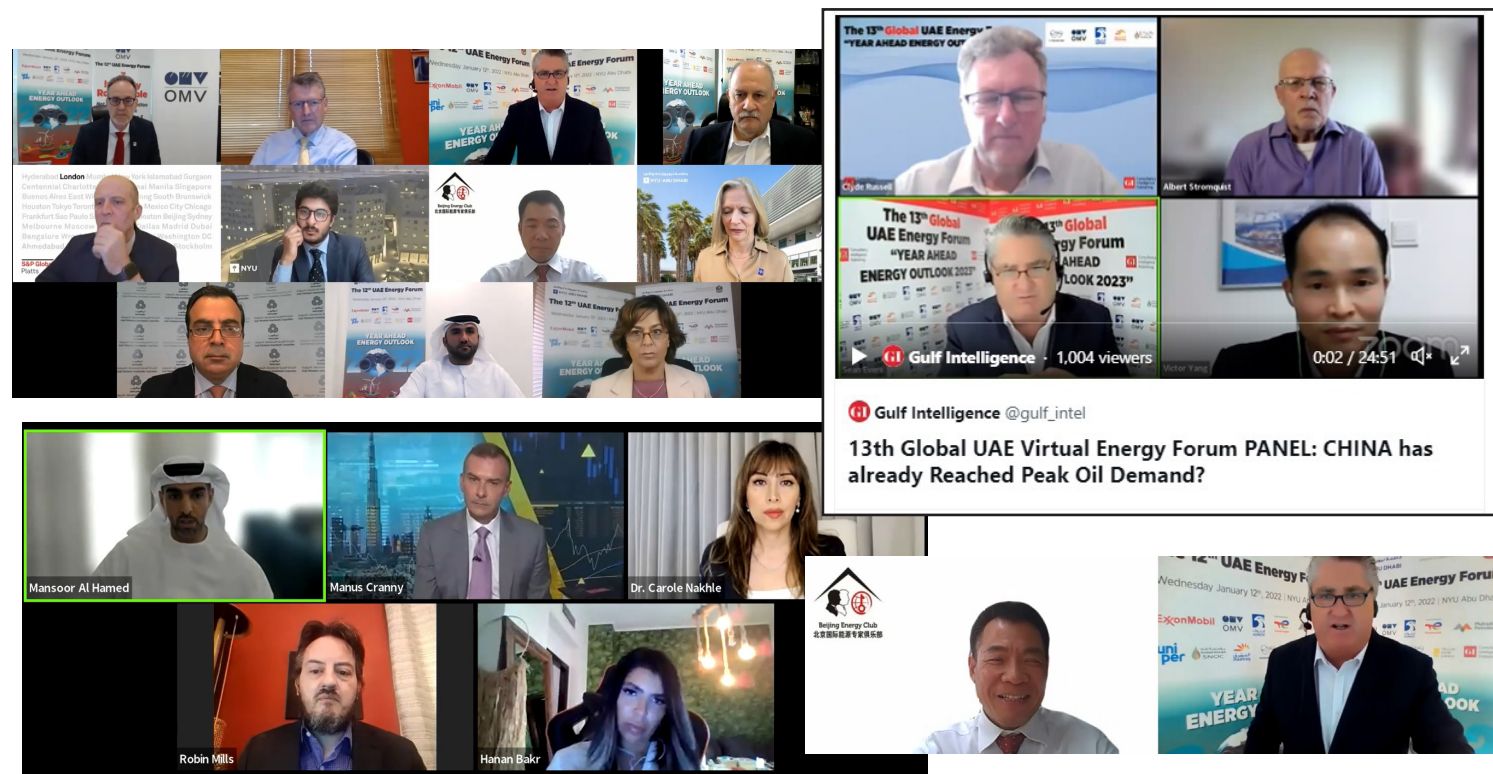
Research & Identify Gulf Intelligence will research and identify the appropriate person/s in the relevant institutions and stakeholders in the sector.

Database Management: Once Gulf Intelligence has identified the relevant persons from the relevant institutions, GI will ensure to execute a successful Audience Outreach Campaign and managing the database by:

- ✓ Building
- ✓ Reviewing
- ✓ Cleaning
- ✓ Refreshing

Audience RSVP: As the Audience Outreach process generally splits in a 10-1 ratio of general audience vs VIPs, and both require a separate RSVP strategy, GI will create a template communications approach and a robust RSVP process.

Audience Management: Once GI has RSVP'd the target Audience, we will maintain a continuous engagement with the official or executive attending the Forum.



GI The Gulf Intelligence
MEDIA HUB

Executive Summary

The GI Media Hub is a special bespoke service offered by Gulf Intelligence to manage our clients reactive and pro-active engagement with the media, including emergency communications when an unexpected events unfold at any time of day or night.



Structure and Process:

- ✓ Design PR/Thought Leadership campaign for clients.
- ✓ Script Editorial: Theme, Talking Points, Press Material.
- ✓ Pitch campaign to media.



Produce & Manage:

- ✓ Prepare Newsmaker for engagement with Media across an array of platforms: print, broadcast and online etc.
- ✓ GI to accompany Newsmaker to Media Engagement.

Formats:

- Media One-on-Ones
- Media Briefings
- Press Conferences
- Social Media

Media One-on-Ones



Alasdair Buchanan, Energy Director, Lloyd's Register, speaks to Pipeline Magazine



Ali Khedery, CEO & Founder, Dragoman Partners, interviewed by CNN



Chris Midgley, Head of Analytics, S&P Global Platts, is interviewed by CNBC International

Media Briefings



Mouayed Makhoulf, Regional Director, MENA, IFC, hosts a media briefing



H.E. Abdullah bin Hamad Al Attiyah, Chairman, The Abdullah Bin Hamad Al-Attiah International Foundation for Energy & Sustainable Development, hosts a Press Conference with Middle East media on global gas markets



Hatem Al-Mosa, CEO, Sharjah National Oil Corporation, hosts a media roundtable briefing with key media in Abu Dhabi, UAE

Press Conferences



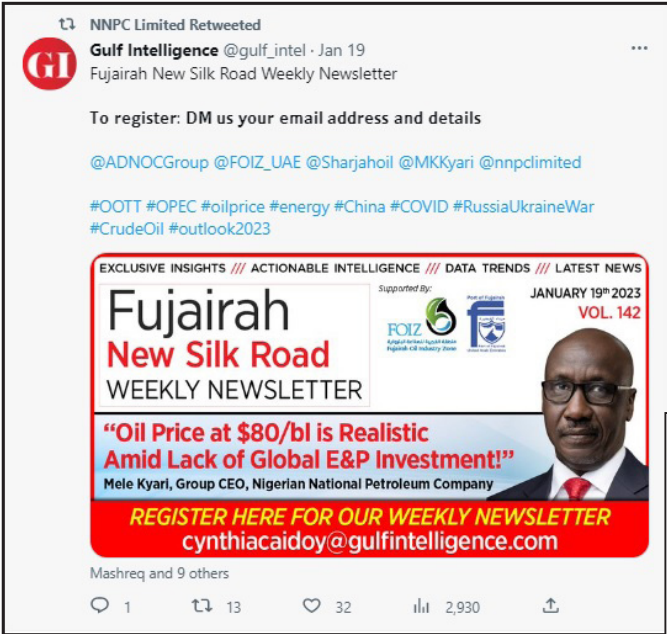
H.E. Emmanuel Ibe Kachikwu, Minister of State, Petroleum Resources, Nigeria, gives a Press Conference to Int'l Energy Reporters



H.E. Suhail Mohamed Al Mazrouei, UAE Minister of Energy and Industry, hosts a press conference with international and local media

Social Media

The **Gulf Intelligence Media Hub** has a proven track record of establishing an online footprint from ground zero, as well as the ability to further establish an online footprint through key publishing platforms: *LinkedIn*, *Twitter*, *YouTube*, *Facebook* etc.



Media Engagement Audit

- ✓ Provide detailed/audit of media campaign.
- ✓ Harvest and collate media coverage.
- ✓ Assess media coverage into an Analysis Report to ascertain overall tone of the coverage to help gauge breadth, depth and tone of coverage.
- ✓ In special instances, harvest intelligence into a White Paper or Special Report.



Case Study:

GI produced a Media Hub campaign for the UAE Minister of Energy & Infrastructure H.E. Suhail Mohamed Al-Mazrouei through the year that he was the President of the OPEC CONFERENCE in 2018.



Pre-IP Week Activity: Media Briefing in Abu Dhabi for background briefing to key journalists (Arabic & English)



Broadcast interview with Skynews Arabia



Interview with Thomson Reuters at IP Week 2018



Briefing at S&P Global Platts' headquarters



Feature interview with CNBC International's OPEC presenter Steve Sedgwick

GI Editorial Leadership Team:



Sean Evers, Managing Partner, Gulf Intelligence

Sean Evers is the Managing Partner of Gulf Intelligence, a leading UAE-based strategic communications and research firm that provides consultancy services to clients in the energy, petrochemicals, and other related sectors. Evers has over 20 years of experience in the energy and geopolitics sectors, and he is a frequent speaker at industry events and conferences. As Managing Partner of Gulf Intelligence, Evers oversees the firm's research and analysis efforts, manages client relationships, and leads the development of strategic communications initiatives. Evers and his team work closely with clients to provide valuable insights and strategic advice on a range of issues related to the energy industry, including market trends, policy developments, and regulatory changes. In addition to his role at Gulf Intelligence, Evers is also a frequent commentator on energy and geopolitical issues, and his insights have been featured in a range of international publications, including The Financial Times, Bloomberg, and The New York Times.



Dyala Sabbagh, Partner, Gulf Intelligence

Dyala Sabbagh is a Partner at Gulf Intelligence, a leading UAE-based strategic communications and research firm that provides consultancy services to clients in the energy, petrochemicals, and related sectors. With over 15 years of experience in the Middle East, Sabbagh is an expert in the energy sector, with a focus on oil and gas, renewables, and sustainability. As a Partner at Gulf Intelligence, Sabbagh plays a key role in driving the firm's research and analysis efforts, managing client relationships, and leading the development of strategic communications initiatives. Sabbagh and her team work closely with clients to provide valuable insights and strategic advice on a range of issues related to the energy industry, including market trends, policy developments, and regulatory changes. Prior to joining Gulf Intelligence, Sabbagh worked for several leading organizations in the Middle East, including the Emirates Nuclear Energy Corporation, Abu Dhabi National Energy Company, and Abu Dhabi Investment Authority. Sabbagh holds a Master's degree in International Affairs from Columbia University and a Bachelor's degree in International Relations from Tufts University.



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