



ملتقى الإعلام البترولي الثالث

The 3rd GCC Petroleum Media Forum

April 19th-20th 2017

CASE STUDY



THE FUTURE OF ENERGY MESSAGES...?

ORIGINS:

The GCC Petroleum Media Forum was an initiative borne out of a strategy document passed by the Petroleum Cooperation Committee (PCC) of the GCC countries in Kuwait in 2010. A petroleum media strategy was drawn up to defend the posture of the GCC countries on their petroleum status following continued international media criticism that the GCC was acting in its own interest and questioning their ability to secure petroleum supplies to the markets.

The Forums are held on a rotational two-year cycle in each of the GCC countries: the first was held in Kuwait in 2013, in Saudi Arabia in 2015 and in the UAE in 2017. The 2019 Forum will be held in Qatar.

The 3rd GCC Petroleum Media Forum:

The Gulf Cooperation Council (GCC)'s Petroleum Media Forum was hosted by the UAE's Ministry of Energy in 2017 under the Patronage of H.H. Sheikh Khalifa bin Zayed Al Nahyan, President of UAE and Ruler of Abu Dhabi. The scope of the forum was to accelerate the GCC's Petroleum Media Strategy, to elevate the perception of the oil industry and to highlight the contributions of the GCC countries in the global economy. All this, with a focus on enhancing the capacity of local media and building a roadmap to develop specialized petroleum media capabilities in the region.

The two-day event, which was produced by Gulf Intelligence on behalf of the UAE Ministry of Energy, brought together all six GCC Energy Ministers, 1000 executives and 100 Media from all over the region.

To meet the Forum objectives, the event held 16 training seminars hosted by industry leaders who delivered insights on relevant and pressing issues in the MENA media and communications industry.

The Forum culminated in a Special Report White Paper with tangible recommendations and was presented to all six GCC Energy Ministers.

Objectives

- Elevate the perception of the oil and gas sector in the GCC countries and globally.
- Develop and enhance local energy knowledge among the media, PR and Communications Industry
- Establish partnerships & continuous engagement between the local and international media with the GCC oil and gas stakeholders
- Conduct workshops & training sessions for the local media, PR and Communications executives



Event in Numbers:



10,000+ RSVP

Forum promoted to an extensive database across the GCC to over 10,000 stakeholders – Ministries; Government Officials; NOC's; IOC's; Media; Corporate Communications; Analysts; Academia

OVER 1000 PEOPLE VOTED IN THE INAUGURAL GCC PETROLEUM MEDIA AWARDS



70+MILLION

Extensive Print, Broadcast & Social Media coverage reaching close to 70+million people

The 3rd GCC Petroleum Media Forum hosted by UAE Ministry of Energy and presented in the presence of National, Regional & International Government, Industry, Media & stakeholders.

1000 DELEGATES FROM OVER 400 ENTITIES ATTENDED



1000

DELEGATES ATTENDED OVER THE 2 DAYS



16

MINISTERIAL EXCELLENCIES



5

LECTURES



16

TRAINING SEMINARS



400

INSTITUTIONS REPRESENTED



3

INDUSTRY SURVEYS



3

WORKSHOPS – 20 RECOMMENDATIONS



6

AWARD WINNERS



4.8 MILLION+ EXPOSURE ON SOCIAL MEDIA

Forum Sessions





Forum Intelligence Harvested

Top 10 Recommendations Put Forward by Energy Leaders

1. Rename the Media Forum: The GCC Energy Media Forum
2. Establish a Dedicated Degree Course at GCC Universities that Specializes in Petroleum Journalism
3. Data-Led Communications' Leads to More Accurate Reporting
4. Promote JODI on Electronic Trading Platforms
5. Update Official Spokespersons Skills for 21st Century Media Engagement
6. Prepare to Publish Yourself – Leverage Social Media
7. Establish a GCC Energy Knowledge Competency Press Pass
8. Establish a GCC Energy Reporting Accuracy Index
9. Young Journalist of the Year Award to Encourage Aspiring Reporters
10. Build Off-the-Record Knowledge Exchange Platforms Between Energy Stakeholders



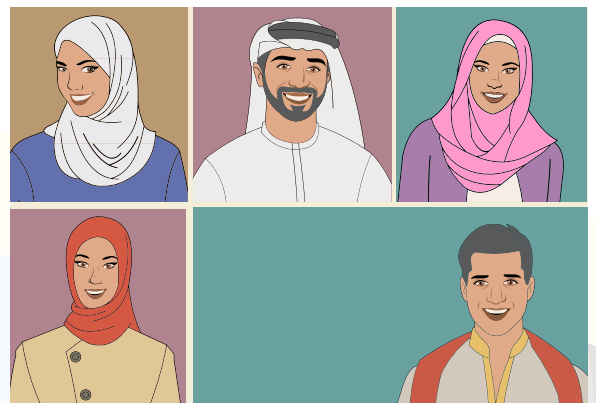
Top 10 recommendations by Communications Professionals from Industry, Media & Government

1. Build a Reservoir of Size & Scope Narratives to Accompany Data Releases
2. Be Aware of Media Sensitivities and News cycles to Ensure Maximum Impact
3. Adopt Visual Journalism – the Era of Bitesize Content
4. Issue Regular Reports – Speculation Grows in a Vacuum
5. Get the Figures Right – the First Time
6. Introduce a Certification of Data Points
7. A GCC Issued Energy Glossary – English & Arabic
8. GCC MOEs & NOCs Should Move from Reactive to Proactive Posture with Media
9. Address Arabic-English Language Barriers
10. GCC Petroleum Media Forum – Schedule Seminars on Action Plan for Recommendations



Top 10 Recommendations Put Forward by Industry Thought Leaders, Educators and Policy Makers

1. Engage Role Models
2. A Campaign to Boost Understanding
3. Increase Industry-Academia Partnerships
4. More Vocational Education
5. Create Targeted and Positive Content
6. Enhance Online Education
7. Industry Must Learn a New 'Language'
8. Re-shape the Industry's Reputation
9. Establish a Dedicated Media Institute
10. Bolster STEM Learning



Building Energy Communications Top 10 Training Seminars

1. The Effective Use of Social Media in the Petroleum Industry



2. The ABC of Energy Trading



3. Crisis Communication Management



4. How to Develop a Successful Digital Communications Strategy



5. Transparency & the Media: What Are the Best Strategies?



6. How to Enhance the Petroleum Culture of The Gulf?



7. A Media Guide to Reporting Oil Markets



8. The Digitalization of the Oil & Gas Industry: What are the Trends to Look Out for?



9. Saudi Arabia Vision 2030: An Energy Perspective

المملكة العربية السعودية
وزارة الطاقة والصناعة والثروة المعدنية



10. UAE Energy Strategy 2050



Media Coverage Highlights

ARABIC LANGUAGE

19M+

**Total Audience Outreach
(Impressions + Readers)**

**WIDESPREAD COVERAGE ACROSS
REGIONAL KEY ARABIC NEWSPAPERS**



ENGLISH LANGUAGE

15M+

**Total Audience Outreach
(Impressions + Readers)**

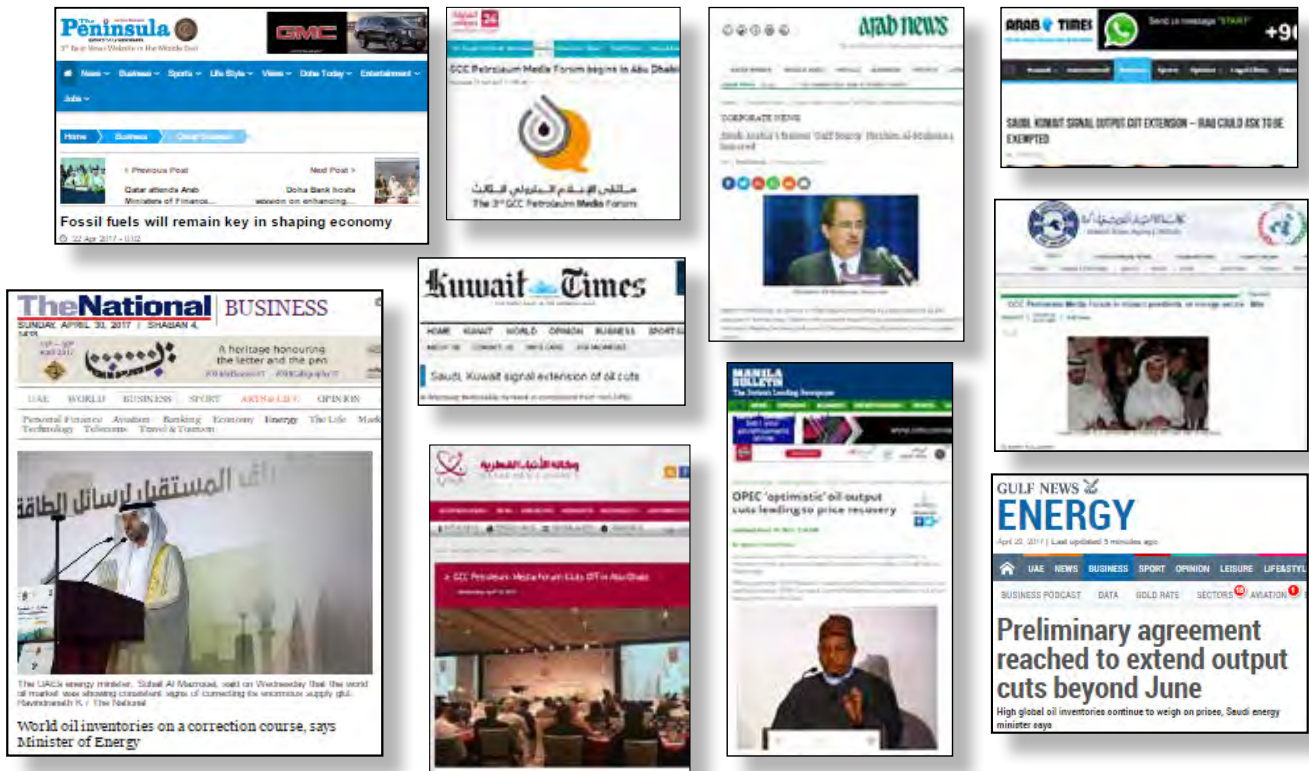
**WIDESPREAD COVERAGE ACROSS
REGIONAL KEY ENGLISH NEWSPAPERS & WEBSITES**



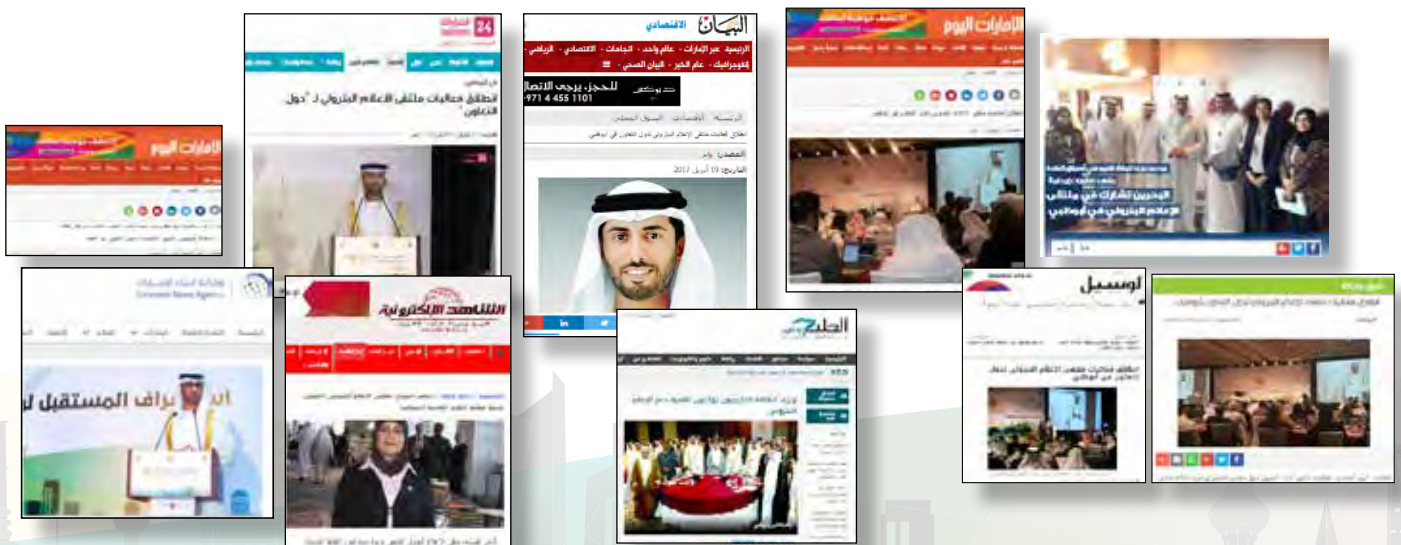
Live Coverage from Sky News Arabia Reaching 50M+ Viewers



The 3rd GCC Petroleum Media Forum was covered in most of the Regional English Media Outlets:
Gulf News, The Peninsula Qatar, Sharjah 24 News, Qatar News Agency, Arab News, etc.



The 3rd GCC Petroleum Media Forum was covered in many Regional Arabic Media Outlets:
Emarat Al Youm, Sharjah24, AlBayan, Al Shahed, Al Sharq News, Al Sadara News, etc.



MINISTERIAL BRIEFING – VIENNA

Gulf Intelligence presented the GCC Energy Ministers with the 3rd GCC Petroleum Media Forum White Paper Special Report – May 25th 2017.



About Gulf Intelligence

Gulf Intelligence is a strategic communications & research firm effective across the full value-chain of the Middle East Energy Sector. We facilitate knowledge exchange and advance the business interests of national and international stakeholders operational in the regional industry.



Mubadala
Petroleum

أدنوك
ADNOC



أرامكو السعودية
saudi aramco



اينوك
enoc

قطر للبترول
Qatar Petroleum



بابكو
Bapco





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