



Consultancy
Profile 2024

CONSULTANCY

- Strategic Communications -Delivering Solutions



THOUGHT LEADERSHIP

The **GI Consultancy** service will deploy an "INTELLIGENCE UNIT" to elevate the posture & profile of the client with a wider stakeholder audience through the development of Thought Leadership platforms, whether live in-person events or online content published across social media channels, which are heavily subscribed to in the MENA region. The active Dialogues will deliver a conveyor belt of knowledge through Roundtables, Webinars, Podcasts and bite-size social media content featuring critical and authoritative voices. This knowledge reservoir can be drawn upon by all stakeholders to enhance their knowledge on timely & relevant topics, and also act as a source material for talking points, speeches, presentations and briefing notes for business development engagements.





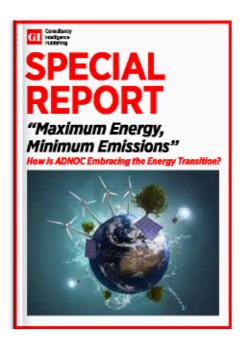


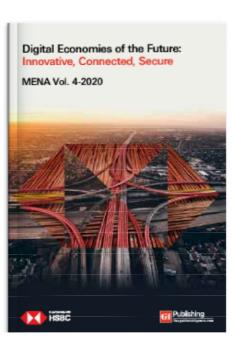
THOUGHT LEADERSHIP

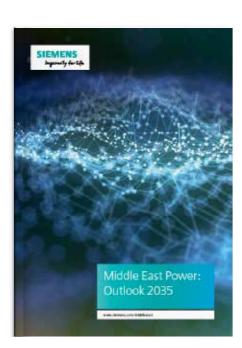
SPECIAL REPORT SERIES

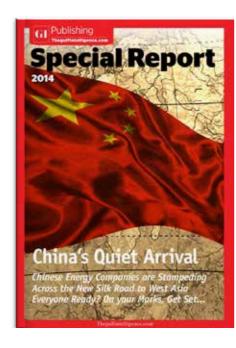
GI Consultancy Research team identifies timely and relevant issues that are likely to impact industries and economies across the Middle East, and conducts a deep-dive study that provides insights and analysis presented in a Special Report.

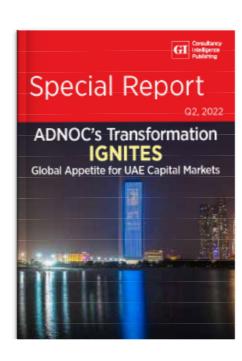










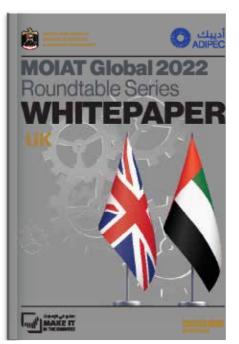


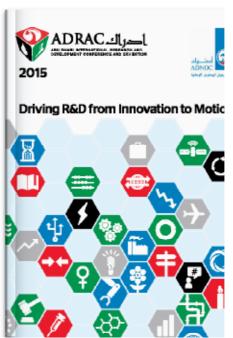
ROUNDTABLES & WHITEPAPERS

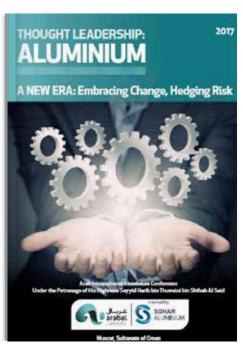
GI Consultancy will help clients identify timely & relevant questions which are of keen interest to them and to their critical stakeholders, and we will curate a process that delivers useful answers to ensure the advancement of their collective business development goals --producing brainstorming Roundtables/ Workshops and harvesting Whitepaper reports that provide action plans on the pathways forward.









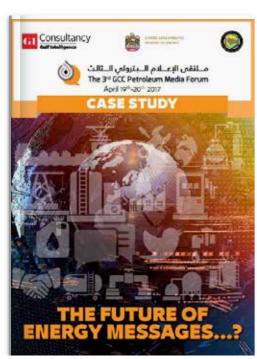


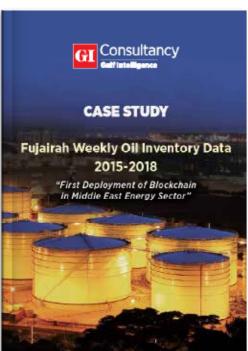


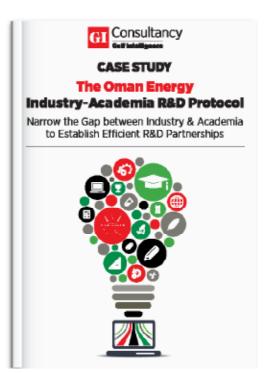
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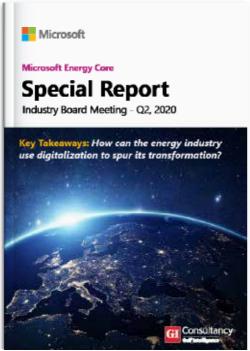
BESPOKE PROJECTS ACCELERATING TRANSFORMATION

GI Consultancy works with clients to identify important activities within their commercial ecosystem that are not advancing sufficiently on their own momentum, and GI will develop and implement a strategic plan to accelerate their transformation.



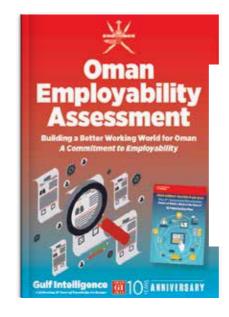






BUILD DIGITAL COMMUNICATIONS TOOLS

GI Consultancy builds digital communication tools that help clients to better measure the implementation performance of new policies; and we develop social platforms that facilitate realtime connectivity and cooperation between a diverse group of external stakeholders.

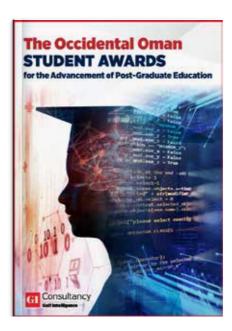


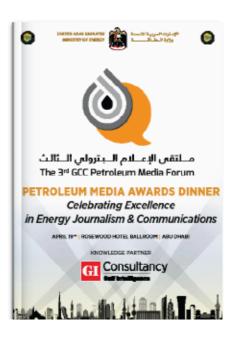




AWARDS

GI Conslutancy will design, build and produce an Awards campaign on behalf of clients who want to elevate their thought leadership brand credentials by celebrating excellence in their industry, and/or they want to put a spotlight on a critical area of activity that needs to be nurtured in order to advance business development goals.









Executive Summary

The **GIPR Media** 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 content on a wide range of industries and economies for leading international media companies including Bloomberg, Reuters, The Financial Times, CNBC and the Wall Street Journal.



Produce & Manage:

✓ 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.

Formats:

- Podcast/Webinars
- Company "Toolbox" & 911 PR
- Newsletters
- Special Reports
- Speech Writing
- Feature Articles
- Q&A Interviews
- Opinion Editorials



"911" PR MEDIA SERVICES

- ✓ PRESS RELEASES
- ✓ MEDIA BRIEFINGS
- ✓ PRESS CONFERENCES

COMPANY TOOLBOX & MEDIA HUB FOR SPECIAL CAMPAIGNS

Anecdotal Company Profiles & Leadership Biographies

Gulf Intelligence will work closely with the company's corporate communications team to create a Company 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.

Consultancy - Module 2: PR Media



Feature Articles & Opinion Editorials

GI will write and edit Opinion Editorials to a world-class standard in the name of clients' 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.

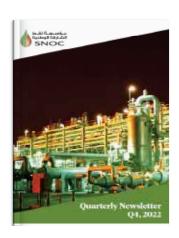


Social Media

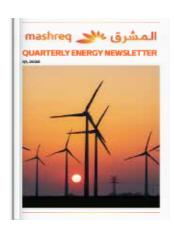




Newsletters / Bulletins







Industry Webinars / Podcasts

WHAT IS IT?... KNOWLEDGE PARTNER CONSULTANCY

Gulf Intelligence will script & produce Industry Webinars/Podcasts on behalf of clients with the purpose of facilitating critical knowledge exchange on timely and relevant issues for its 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.

AUDIENCE OUTREACH

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.

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 webinar.

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/MO

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 webinar/podcast and publish it in a post-event Whitepaper/Report.







(Intelligence @gulf_intelligence @gulf_intelligence

13th Global UAE Virtual Energy Forum PANEL: CHINA has already Reached Peak Oil Demand?

MEDIA HUB SPECIAL CAMPAIGNS

Media Briefings & Press Conferences



Mouayed Makhlouf, Regional Director, MENA, IFC, hosts a media briefing.



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

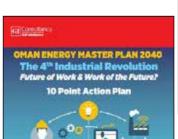


H.E. Suhail Mohamed Al Mazrouei, UAE Minister of Energy and Industry, hosts a press conference with international and local media

Social Media

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







Media Engagement Audit



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

tone of coverage.

MEDIA HUB 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

Consultancy - Module 3: Stakeholder Engagement



STAKEHOLDER MAPPING & PROFILES

Gulf Intelligence will map-out and facilitate a client's engagement with critical stakeholders key for its business development across the Middle East. This last mile of connectivity is exceptionally important in a region that still builds its commercial relationships on top of personal trust.









GULF NATIONAL ENERGY COMPANIES PROFILE SERIES - SUBSCRIPTION

Gulf Intelligence is a Strategic
Communications Consultancy & Publisher
engaged across the full value-chain of
the Middle East Energy Sector, with an
unparalleled last mile of connectivity
in the region. We facilitate critical
knowledge exchange and networking
between National and International
energy stakeholders tasked with leading
the development of the physical energy
markets East of Suez.



PROFILES UPDATED QUARTERLY - INCLUDE:

- ADNOC
- ARAMCO
- **QATAR ENERGY**
- **■** KPC
- PDO
- **■** BAPCO
- OQ
- MUBADALA ENERGY
- ARAMCO TRADING
- **ENOC**
- DUQM

SUBSCRIPTION DELIVERABLES INCLUDE:

- Gulf National Energy Profiles include leadership organizational charts, leaders bios and all the latest news updated monthly.
- Quarterly Special Report on Timely & Relevant Industry Topics (see list on the left)
- Quarterly Bespoke Stakeholder Report on Request
- Quarterly Stakeholder Database Assignment on Request
- Quarterly NOC Profile Briefing on Request
- MINISTRY OF ENERGY & INFRASTRUCTURE, UAE
- MINISTRY OF ENVIRONMENT, WATER & AGRICULTURE, UAE
- MINISTRY OF OIL & ENVIRONMENT, BAHRAIN
- MINISTRY OF ENERGY, KSA
- MINISTRY OF ENVIRONMENT, WATER & AGRICULTURE, KSA
- MINISTRY OF ELECTRICITY, WATER & RENEWABLE ENERGY, KUWAIT
- MINISTRY OF OIL STATE OF KUWAIT
- MINISTRY OF ENERGY AND MINERALS, OMAN
- DUBAI SUPREME COUNCIL OF ENERGY

Consultancy - Module 3: Stakeholder Engagement

STAKEHOLDER ENGAGEMENT

Gulf Intelligence is trusted by the Gulf's National Energy Industry Leaders to facilitate timely & relevant knowledge exchange and pragmatic useful networking with international stakeholders.



H.E. Dr Mohammed bin Hamad Al Rumhy

Oman's Minister of Energy & Minerals (1997-2022) comments on the Oman Energy Master Plan 2040 delivered by Gulf Intelligence

"This is a fantastic exercise...it's a very good piece of work, especially considering the stakeholders involved. It touches on all of the important issues that Oman is facing. We are talking about challenges and solutions. The recommendations are extremely important and it will at least start a discussion in the community which is not often taking place."



Dr. Sultan Al Jaber, COP28 President, UAE Special Envoy for Climate Change, and Minister of Industry & Advanced Technology, giving a welcome note speech at the Energy Markets Forum 2019



Mazrouei. UAE Minister of Energy & Infrastructure, speaking at the GI Leadership Roundtable Breakfast with the **OPEC Secretary** General and the Chancellor of NYU Abu Dhabi.



GI Introduces the CEO of Singapore's Rotary Engineering to the Ruler of **Fujairah**





Sean Evers, Managing Partner, Gulf Intelligence, briefs all six GCC Energy Ministers on The 3rd GCC Petroleum Media Forum White Paper on the sidelines of the OPEC meeting in Vienna



GI Introduces the Lebanese Energy Minister to the President of Cyprus



GI introduces the CEO of VITOL to the CEO of Petronas Downstream and the UAE Energy Minister



GI curates the New Silk Road CEO of the YEAR Awards Alumni Association comprising of the leadership of all the Gulf National Oil Companies Trading Firms and their international peers.



GI Introduces the South African Energy Minister to the Ruler of Fujairah

















S&P GlobalCommodity Insights

























Honeywell





