



Company Profile 2023





ABOUT US

Gulf Intelligence (GI) is a leading strategic communications consulting firm in the Middle East focused on advancing the thought leadership profile and posture of clients as they navigate the challenges and opportunities presented by the great energy transition and a pathway to Net Zero. The UAE-based agency uses more than 13 years of operational experience in the Gulf to offer trusted, fully compliant and strategic advice. The GI consultancy provides expert and hands-on assistance over that last mile of connectivity to international clients looking for opportunities or seeking solutions in the region, as well as supporting National stakeholders expand their global engagement and footprint.

GI Publishing

- ✓ Daily Energy Markets Online Series
- ✓ Fujairah Newsletter
- ✓ Daily Bulletin
- ✓ The Middle East & Africa **FORUM for Sustainability** Leaders
- ✓ Industry Forums/Workshops/ Awards
- ✓ GI Events Calendar
- ✓ Webinars / Podcast
- ✓ Special Reports & Whitepapers ✓ Roundtables/Workshops

Consultancy

ANNUAL RETAINER

- ✓ Content Bureau
- ✓ Company Toolbox & "911" PR
- ✓ Feature Articles & Opinion Editorials
- ✓ Social Media
- ✓ Newsletters/Bulletins
- ✓ Industry Webinars / Podcast
- ✓ Stakeholder Mapping & Engagement

GI Intelligence

BESPOKE PROJECTS

- ✓ Whitepapers
- ✓ Special Reports Series
- ✓ Build Digital **Communication Tools**
- ✓ GI Media Hub
- ✓ Case Studies
- ✓ Intelligence Unit
- ✓ Awards



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."

APUBLISHING



DAILY ENERGY MARKETS ONLINE SERIES

The DAILY ENERGY MARKETS online portfolio provides realtime updates and why it matters analysis on the issues moving markets every day - <u>reaches 2 million</u> <u>viewers per month.</u>



FUJAIRAH NEWSLETTER

The Fujairah New Silk Road Weekly Newsletter provides insights and analysis to its more than 40,000 readers on the current issues impacting the global energy markets, and their possible consequences for the Middle East midstream and downstream value-chain: Trading – Storage – Refining – Ports – Shipping.



DAILY BULLETIN

The **DAILY ENERGY MARKETS BULLETIN** provides a wrap-up of the Asia and Middle East trading day as markets prepare for the opening hours in Europe. The daily newsletter includes specialist oil market commentary, a Daily News Digest and a PODCAST of 'why it matters' insights and 'what's at stake' analysis from international experts located all over the world.



THE MIDDLE EAST & AFRICA FORUM FOR SUSTAINABILITY LEADERS

Gulf Intelligence, with the support of our strategic partner Microsoft, launched The Middle East & Africa (MEA) Forum for Sustainability Leaders last year as part of our stakeholder outreach ahead of the arrival of COP27 & COP28 in the Middle East.

The MEA Forum for Sustainability Leaders is a knowledge resource that delivers timely and relevant insights to key stakeholders in public and private sector organizations that are tasked with the responsibility of designing and embedding sustainability strategies.







INDUSTRY FORUMS, WORKSHOPS & AWARDS

The **GI Publishing** Series of Industry **Forums, Workshops & Awards** have been convening the leadership of the Middle East industrial sector in a succession of live events across the region every year for more than a decade.

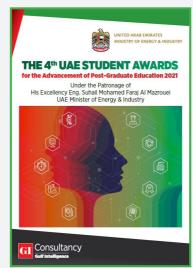








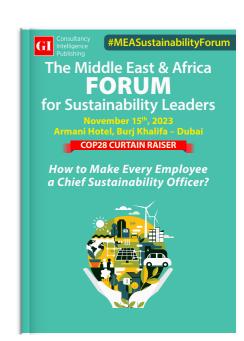




GI EVENTS CALENDAR





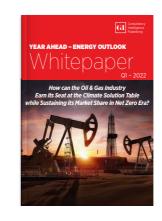


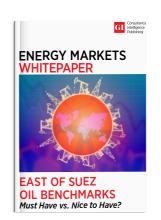




SPECIAL REPORTS & WHITEPAPERS









CONSULTANCY

- Annual Retainer - PR/Strategic Communications





Executive Summary

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 a wide range of industries and economies for leading international media companies including Bloomberg, Reuters, Platts, The Financial Times, CNBC and the 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:

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



Company *Toolbox* – Tell a compelling human story

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.

"911" PR SERVICES

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

Consultancy

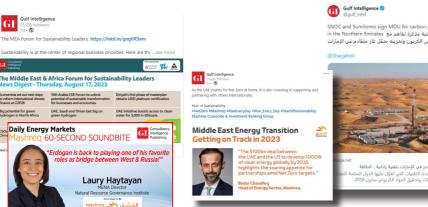
Feature Articles & Opinion Editorials

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.

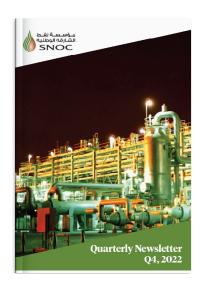


Social Media

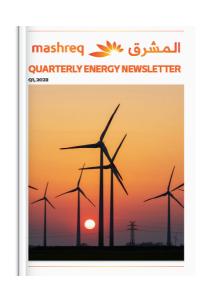




Newsletters / Bulletins







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.

SCRIP

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





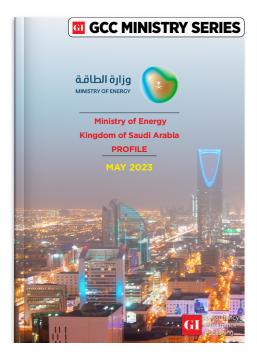


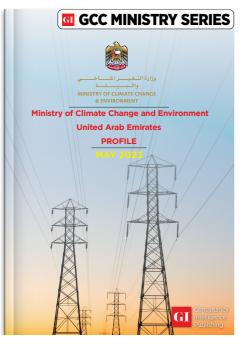
(f) Gulf Intelligence @gulf_intel

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

STAKEHOLDER MAPPING & ENGAGEMENT

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.

















ROUNDTABLES/WORKSHOPS

Gulf Intelligence produce Roundtables & Workshops on behalf of clients for the purpose of facilitating networking and critical knowledge exchange on timely issues and topics of critical relevance to its key stakeholder groups.













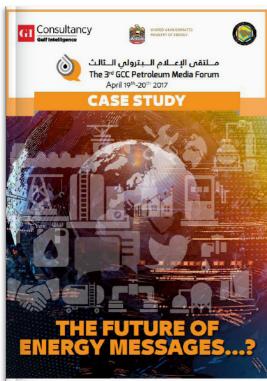


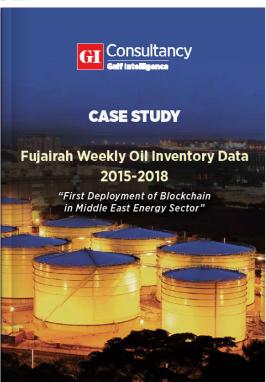
MINTELLIGENCE

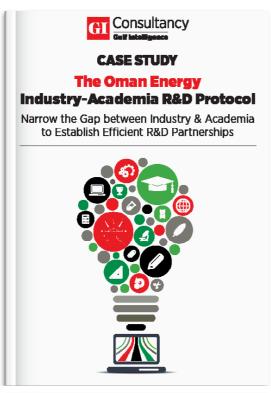
- Bespoke Projects -Delivering Solutions

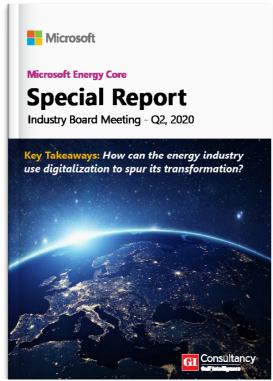
BESPOKE PROJECTS ACCELERATING TRANSFORMATION

GI Intelligence 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.









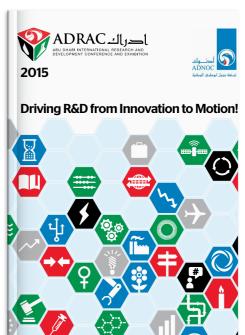
ROUNDTABLES & WHITEPAPERS

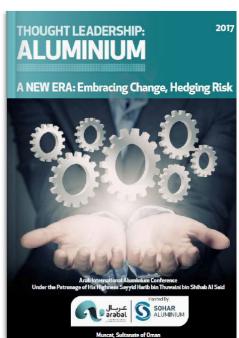
GI Intelligence will help clients identify timely & relevant questions which are of keen interest to them and to their critical stakeholders, and we will curate a process that delivers useful answers to ensure the advancement of their collective business development goals --producing brainstorming Roundtables/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















The **GIQ Intelligence Unit** service will deploy a bespoke "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.







Executive Summary

The **GI Media Hub** is a special bespoke service offered to clients so that they can connect with Journalists and Publishers during special projects and campaigns.



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 CNI



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

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



- ✓ 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



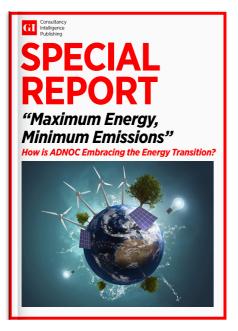
Feature interview with CNBC International's OPEC presenter Steve Sedgwick

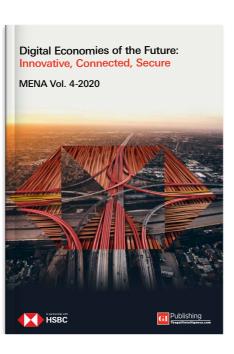
a Intelligence

SPECIAL REPORT SERIES

GI Intelligence 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.

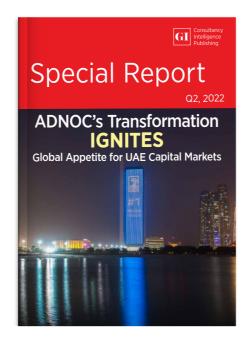






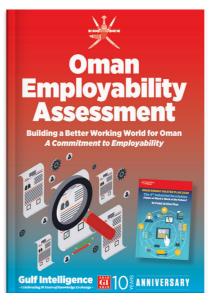






BUILD DIGITAL COMMUNICATIONS TOOLS

GI Intelligence 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.

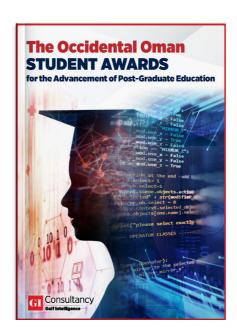


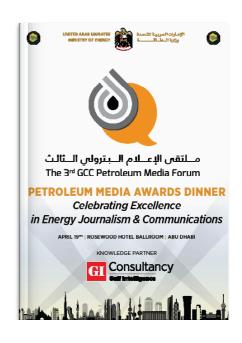


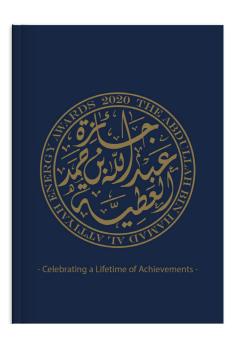


AWARDS

GI Intelligence 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.























S&P GlobalCommodity Insights

























Honeywell





