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COURSE BROCHURE

Public Relations in the Oil and Gas Industry Training Course

23 – 27 August 2027
Casablanca

Public Relations in the Oil and Gas Industry Training Course

Ref: 1418_52907 **Date:** 23 – 27 August 2027 **Location:** Casablanca **Fees:** 4900 GBP

Public Relations in the Oil and Gas Industry is a 1-week training course for communications and PR officers in energy companies, centred on an energy project PR plan. Flaring, spills, pipeline routes and refinery expansions now draw instant public attention, so energy operators need communicators who can explain technical operations credibly. Jupiter Prime Training offers this public relations course for the oil and gas sector.

Why Public Relations in the Oil and Gas Industry Matters Now

Three groups shape oil and gas reputation today: communities living beside wellsites, pipelines and terminals; journalists who share incident images within minutes; and investors and lenders who weigh environmental and social performance before funding a project. An operator that communicates well keeps its social licence, shortens permitting friction and recovers faster after an incident. The course draws on international practice in stakeholder engagement and incident communication.

Who Gains Most from Public Relations in the Oil and Gas Industry

- Officers who handle press enquiries about field, plant and pipeline operations
- Community liaison staff who meet residents, landowners and local leaders near assets
- Specialists who draft holding statements and updates during operational incidents
- Internal communicators who brief engineers and site managers before media contact
- Corporate affairs staff who prepare project announcements and sustainability messages

Corporate affairs departments gain most when press, community and internal communication staff attend together and agree one incident protocol.

Public Relations in the Oil and Gas Industry Capabilities

Participants turn drilling, processing and pipeline activity into messages residents and reporters trust.

- Map publics around an asset by influence and concern — community engagement priorities
- Design key messages that explain technical operations in plain language — media interviews
- Build an incident communication protocol with approval paths — site and corporate leadership
- Apply grievance mechanism principles to community complaints — host community relations
- Weigh channel choices for project announcements — investors, regulators and residents
- Assess coverage and sentiment after a campaign — corporate affairs reporting

Key Public Relations in the Oil and Gas Industry Terms

- Social licence to operate — The ongoing acceptance of an operation by local communities and wider society, earned through conduct and dialogue.
- Holding statement — A short, pre-approved message issued in the first hour of an incident while facts are confirmed.
- Host community — The residents and groups living near a wellsite, plant, terminal or pipeline corridor.
- Grievance mechanism — A formal channel through which community members raise complaints and receive a tracked response.
- Message house — A one-page structure placing one core message above three supporting proof points.
- Dark site — A prepared web page kept offline and published during an emergency to centralise official updates.

Public Relations in the Oil and Gas Industry Day by Day

Day 1: Reputation Across the Oil and Gas Value Chain

- Reputation Drivers in Upstream, Midstream and Downstream — Setting PR Priorities
- Social Licence to Operate Assessment — Judging Community Acceptance of Assets
- Issue Scanning for Flaring, Emissions and Water Use — Anticipating Public Concern
- Stakeholder Mapping by Influence and Interest — Allocating Engagement Effort
- Corporate Narrative and Energy Transition Messaging — Positioning the Company Story

Day 2: Media Relations for Technical Operations

- Message House for Drilling and Plant Activity — Simplifying Technical Explanations
- Press Release and Fact Sheet Writing — Announcing Discoveries, Start-Ups and Shutdowns
- Spokesperson Preparation and Interview Bridging — Handling Hostile Questions
- Site Visit Planning for Journalists — Balancing Openness and Safety Rules
- Social Media Monitoring and Response Rules — Correcting Misinformation Quickly

Day 3: Incident and Crisis Communication

- Incident Severity Levels and Communication Triggers — Deciding When to Go Public
- Holding Statements and Approval Chains — Releasing Facts Within the First Hour
- Dark Site and Media Centre Set-Up — Centralising Official Updates
- Spill, Fire and Gas Release Scenarios — Rehearsing Coordinated Responses
- Post-Incident Reputation Recovery Steps — Rebuilding Trust With Affected Groups

Day 4: Community Engagement Near Operations

- Community Consultation Meetings and Town Halls — Explaining Project Impacts
- Grievance Mechanism Design and Tracking — Resolving Local Complaints
- Social Investment and Local Content Messaging — Showing Shared Benefit
- Landowner and Pipeline Corridor Communication — Reducing Access Disputes
- Coverage and Sentiment Measurement — Reporting PR Results to Leadership

Day 5: Practising the Energy Project PR Plan

- Stakeholder Map for a New Gas Plant Project — Selecting Priority Publics
- Message House for a Refinery Expansion — Testing Clarity With Peers
- Simulated Press Conference After a Pipeline Leak — Applying Crisis Protocols
- Community Engagement Calendar and Channels — Sequencing Project Milestones
- Energy Project PR Plan — Presenting Objectives, Messages and Measures

Applying Public Relations in the Oil and Gas Industry After the Course

- Draft three holding statements for the most likely incidents at one asset.
- Refresh the stakeholder map for one operating site and schedule the next community consultation meeting.

Public Relations in the Oil and Gas Industry Questions FAQ

What is public relations in the oil and gas industry and why does it matter now?

Public relations in the oil and gas industry is the planned communication between energy operators and their communities, media and investors. It matters now because incidents and project impacts are shared instantly, and reputation directly affects permits, access and funding.

Which roles gain most from public relations in the oil and gas industry training?

PR officers, community liaison staff and corporate affairs specialists in energy companies gain most. You benefit if you answer press enquiries, meet host communities or write incident updates for operational sites.

How does public relations in the oil and gas industry differ from a general PR course?

This oil and gas public relations course uses sector scenarios such as spills, flaring complaints and pipeline routing rather than consumer brand campaigns.

What do you bring back from public relations in the oil and gas industry training?

You bring back a PR plan for an energy project with a stakeholder map, message house, incident protocol and community calendar.

Public Relations in the Oil and Gas Industry: The Way Forward

The energy project PR plan becomes the reference for the next project milestone, first informing which communities and media are briefed before any public announcement. Corporate affairs, community liaison and site leaders use it together. After its first use, revisit the incident protocol once a real or drilled event has tested its approval chain and response times.