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COURSE BROCHURE

Downstream Oil and Gas Strategy and Operations Training Course

10 – 14 January 2027
Istanbul

Downstream Oil and Gas Strategy and Operations Training Course

Ref: 1422_53037 **Date:** 10 – 14 January 2027 **Location:** Istanbul **Fees:** 5500 GBP

Downstream Oil and Gas Strategy and Operations is a 1-week training course for refining, marketing and supply managers who prepare a downstream strategy review linking refinery economics, product logistics and retail fuel sales. Shifting demand for gasoline, diesel and jet fuel, tighter fuel specifications and volatile crack spreads are squeezing margins, so downstream businesses need managers who connect plant, terminal and forecourt decisions. Jupiter Prime Training delivers this downstream oil and gas course.

Why Downstream Oil and Gas Strategy and Operations Matters Now

Three forces reshape the downstream business today: changing fuel demand as vehicle fleets, aviation and petrochemical feedstock needs evolve; stricter product quality and emissions rules that demand refinery and blending investment; and retail competition from convenience offers and electric charging at fuel stations. A business that reads these forces well chooses the right crude slate, terminal footprint and retail format; one that misreads them strands capital in units, tanks and sites that no longer earn. The course uses refinery margin models, supply and distribution planning and retail network appraisal methods common across the international downstream industry.

Who Gains Most from Downstream Oil and Gas Strategy and Operations

- Managers who plan refinery runs, crude purchases and product yields
- Supply and distribution leads responsible for pipelines, terminals and road tankers
- Marketing managers who run retail station networks and commercial fuel accounts
- Commercial analysts who track crack spreads, netbacks and product margins
- Planning staff who prepare downstream investment cases and budgets

Integrated refining and marketing companies gain most when plant planners, supply staff and retail managers attend together and share one margin picture.

Downstream Oil and Gas Strategy and Operations Capabilities

Participants trace a barrel from crude purchase to forecourt sale and test where margin is made or lost along the way.

- Calculate gross refining margin from crude cost and product yields — run planning decisions
- Assess crude slate options against unit configuration — crude purchasing choices
- Design a primary and secondary distribution route for products — supply cost reduction
- Weigh terminal throughput, tankage and inventory levels — storage investment cases
- Build a retail site appraisal using volume, non-fuel income and location — network decisions
- Communicate an integrated downstream margin view — executive and board discussions

Key Downstream Oil and Gas Strategy and Operations Terms

- Crack spread — The price difference between crude oil and the refined products made from it, used as a quick indicator of refining profitability.
- Gross refining margin — Product revenue minus crude and feedstock cost per barrel, before operating costs.
- Crude slate — The mix of crude grades a refinery processes, chosen to match its units and product demand.
- Primary distribution — Bulk movement of fuels from refineries to terminals by pipeline, ship or rail.
- Secondary distribution — Delivery of fuels from terminals to retail stations and commercial customers, usually by road tanker.
- Non-fuel retail income — Revenue at fuel stations from shops, food, car care and charging services.

Downstream Oil and Gas Strategy and Operations Day by Day

Day 1: Downstream Markets and Margin Drivers

- Downstream Value Chain from Refinery Gate to Forecourt — Locating Margin Pools
- Fuel Demand Outlook for Road, Aviation and Marine — Sizing Future Volumes
- Product Quality and Emission Specifications — Planning Compliance Investments
- Crack Spreads and Product Price Benchmarks — Reading Refining Profitability Signals
- Competitor Positioning in Refining and Retail — Choosing Where to Compete

Day 2: Refinery Economics

- Refinery Configuration and Complexity Indices — Comparing Conversion Capability
- Crude Slate Selection and Assay Valuation — Setting Crude Purchase Priorities
- Gross Refining Margin Calculation — Ranking Run Scenarios
- Linear Programming Run Planning Basics — Optimising Yields Against Demand
- Turnaround and Unit Reliability Costs — Protecting Annual Margin Capture

Day 3: Supply, Terminals and Distribution

- Primary Distribution by Pipeline, Ship and Rail — Selecting Bulk Supply Routes
- Terminal Throughput and Tankage Planning — Sizing Storage Investment
- Inventory Policy and Stock Cover Days — Balancing Working Capital and Supply Security
- Secondary Distribution and Tanker Scheduling — Cutting Delivery Cost per Litre
- Product Loss Control and Measurement — Reducing Shrinkage Across the Chain

Day 4: Retail Fuel Marketing and Commercial Sales

- Retail Network Planning and Site Appraisal — Opening, Upgrading or Closing Stations
- Pricing Zones and Competitor Price Monitoring — Setting Pump Price Strategy
- Non-Fuel Retail and Charging Offers — Diversifying Station Income
- Commercial Fuel Contracts for Fleets and Aviation — Securing Base Volumes
- Dealer and Company-Operated Models — Choosing the Station Operating Model

Day 5: Practising the Downstream Strategy Review

- Integrated Margin Waterfall from Crude to Forecourt — Showing Where Value Moves
- Run Plan and Supply Route Scenario Comparison — Testing Refinery and Logistics Choices
- Retail Network Options Matrix — Prioritising Station Investments
- Capital Allocation Across Refining, Terminals and Retail — Ranking Projects
- Downstream Strategy Review — Presenting Recommendations to Executives

Applying Downstream Oil and Gas Strategy and Operations After the Course

- Build a margin waterfall for one product line, from crude cost to retail price, and share it with refining and marketing colleagues.
- Review stock cover days at two terminals and propose inventory targets that balance working capital and supply security.

Downstream Oil and Gas Strategy and Operations Questions FAQ

What is downstream oil and gas strategy and operations and why does it matter now?

Downstream oil and gas strategy and operations covers refining, product supply, storage and fuel marketing decisions. It matters now because shifting fuel demand, tighter specifications and retail competition are compressing margins across the chain.

Which roles gain most from downstream oil and gas strategy and operations training?

Refining planners, supply and distribution leads, retail and commercial marketing managers and downstream analysts gain most. You benefit if your decisions affect crude runs, terminals, tanker fleets or station networks.

How does downstream oil and gas strategy and operations differ from a refinery process course?

This downstream oil and gas course looks at the business across refinery, logistics and retail rather than the chemistry of individual process units. You learn to compare margins and investments across the whole chain.

What do you bring back from downstream oil and gas strategy and operations training?

You bring back a downstream strategy review with a margin waterfall, supply scenarios, a retail options matrix and a ranked capital list, ready to discuss with your leadership.

Downstream Oil and Gas Strategy and Operations: The Way Forward

The downstream strategy review becomes the reference for the next budget cycle, first informing how capital is split between refinery units, terminals and stations. Refining, supply and marketing managers use it to align their plans. After its first use, revisit the fuel demand outlook as fleet and aviation trends change, since demand shifts move margin pools faster than assets can follow.