

# € TRAINING

Public Affairs and Government Relations  
Strategy In The Oil And Gas Industry



16 - 20 September 2024  
Casablanca (Morocco)  
New Hotel



# Public Affairs and Government Relations Strategy In The Oil And Gas Industry

REF: ST1809 DATE: 16 - 20 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Effective Government Relations for the Oil & Gas Sector training course will provide participants with a thorough understanding of the government relations function within the oil and gas sector. Participants will gain an understanding of the business value that a strategic approach to government relations can deliver at all stages of the oil and gas investment cycle: exploration and production, transportation, trading, processing and distribution. This training course will provide insight into the role government relations plays in winning new business, building and reinforcing a strong reputation, supporting operations, managing change and resolving disputes.

## Course Objectives:

At the end of this course the participants will be able to:

- In-depth knowledge of how to use a strategic approach to government relations to create value for your business
- In-depth insight into how to analyse and mitigate political risks facing your business
- The ability to develop and implement a fit for purpose government relations strategy to support your business needs
- Knowledge of a wide range of tools and tactics to use to improve your ability to manage relations with government in a wide variety of situations
- Insight into how to create synergies between the government relations function and other functions such as Project Management, Operations, Finance, Legal and Public Relations

## Targeted Audience:

- Government Relations Managers
- Political Risk Analysts
- Corporate Affairs Managers
- External Relations Managers
- Corporate Social Responsibility Managers
- Public Relations Professionals
- Country Managers
- Asset Managers
- Project Managers
- Operations Managers
- New Venture Managers
- Business Development Managers
- Finance and Tax Professionals
- Lawyers
- Risk Managers

## Course Outlines:

### Unit 1: Introduction to Effective Government Relations

- The Business Case for Government Relations

- How important is government to your business?
- How to conduct Government Relations with integrity?
- Legal Aspects
- Reputation Risk
- Trends

## Unit 2: Political Risk Analysis and Mitigation

- Introduction to Political Risk
- Stakeholders: Agendas and Drivers
- Political Risk Analysis Tools
- Global Issues and Trends
- Strategies for Mitigating Political Risk

## Unit 3: Effective Applications of Government Relations

- New Country Entry
- Expanding Existing Operations
- Mergers and Acquisition
- Stakeholder Mapping
- The License to Operate: Sustainable Relations with Governments and Communities
- Gaining and Maintaining a License to Operate
- Advocacy and Lobbying
- Understanding Government Stakeholder Agendas and Drivers
- Building a Case for Change

## Unit 4: The Government Relations Toolbox

- Elements of a Government Relations Strategy
- Implementation
- Monitoring Results and Assessing Performance
- High Level Engagement
- Engaging in the Policy Debate
- Joining Forces with Others
- When Things Go Wrong
- Defending the License to Operate
- Long Term Outlook
- Divestment or Staying-on?
- Lessons Learned and Conclusions

## Unit 5: The Government Relations Business Game

- Introducing the Scenario
- Risk Analysis
- Stakeholder Mapping
- Government Relations Strategy
- Building the License to Operate
- Implementing the Strategy
- Managing Expectations
- Alignment with the Government
- First Signs of Trouble