

Corporate Social Responsibility (CSR) in the Oil & Gas Industry

DAY 1

The Dimensions of Reputation

- Setting the Stage – The Global Issues Facing the Oil and Gas Industry
- Conducting a Reputational Audit
- Brand and Brand Building
- Tools for Analysing Reputation
- Stakeholder Identification and Mapping
- The Role of Corporate Social Responsibility (CSR) in Building Reputation

DAY 2

Issues Identification, Monitoring and Management

- Identifying the Issues that Might Impact Your Organisation
- Issue Monitoring and Tracking
- Scenario Planning
- Using SWOT, PEST AND PESTLE
- An Issue Management Framework and Issue 'Owners'
- Using Issue Management Tools to Identify Corporate Social Responsibility (CSR) Opportunities

DAY 3

Developing a Risk and Crisis Management Plan

- Crisis Incubation
- Risk Assessment
- Media Crisis Management Plan
- Business Continuity Planning
- Scenario Development and Media Crisis Role Play
- Using Corporate Social Responsibility (CSR) in a Crisis

DAY 4

Brand and Reputation Management Strategy

- The Key Drivers of Reputation
- Stakeholder Views of Your Organisation
- Sentiment Mining
- Corporate Social Responsibility (CSR) Hot Issues
- Incorporating Corporate Social Responsibility (CSR) into Your Brand Strategy
- Developing Your Strategy

DAY 5

Corporate Social Responsibility (CSR) Action Plan

- Consolidating Your Issue and Risk Lists
- Matching Opportunities to Your Corporate Priorities
- Community Programmes
- Thought Leadership
- Awards and Accolades
- Developing Your Action Plan