

## **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