



Workshop on Public Relations in the Oil and Gas Industry

June 9 – 13, 2025, 1st Run: Lagos & Abuja

December 1 – 5, 2025, 2nd Run: Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N400, 000 per Participant

For online: Delivery via Zoom

Online course fee: N350, 000 per Participant

Available for In-plant Training

**800 U\$D for foreign
Participants**

Program overview:

This course offers a comprehensive exploration of public relations strategies and practices tailored specifically for the oil and gas sector. It is designed for professionals seeking to enhance their PR skills in a field known for its unique challenges and high visibility.

For whom:

This course is ideal for PR professionals, communications managers, and industry stakeholders who wish to deepen their understanding of public relations within the oil and gas sector. It is also suitable for anyone involved in or affected by industry communication practices.

Learning objectives:

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

- explain and list the unique PR challenges and opportunities within the oil and gas industry.
- develop and implement strategic PR plans that address industry-specific issues.
- effectively manage media relations and communicate during crises.
- engage meaningfully with stakeholders and the public, promoting positive industry image and transparency.

Course outline:

Day 1: Public Relations in the Oil and Gas Industry

Overview of Public Relations

- Definition and objectives of PR
- The role of PR in various industries
- Importance of PR in the Oil and Gas sector

Industry-Specific Challenges and Opportunities

- Unique PR challenges in the Oil and Gas industry
- Regulatory and environmental issues
- Managing public perception and stakeholder expectations
- Case studies of successful PR campaigns in the sector

Group Discussion and Reflection

- Discuss current PR issues faced by companies in the sector

Day 2: Strategic Communication Planning

Developing a PR Strategy

- Setting objectives and defining target audiences
- Crafting key messages
- Selecting appropriate communication channels

Crisis Management and Communication

- Identifying potential crises in the Oil and Gas industry
- Developing a crisis communication plan
- Case studies of crisis management (both successes and failures)

Practical Exercise

- Create a mock PR strategy for a hypothetical crisis situation

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

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24/7 Lines: +234-8068933608 (WhatsApp), +234-8029170491 & +234-8145745664(WhatsApp) & +234-9112830607

Day 3: Media Relations and Public Engagement

- Building Relationships with Media
- Understanding different types of media (traditional and digital)
- Developing a media list and maintaining media relationships
- Writing effective press releases and media kits

Engaging with the Public and Stakeholders

- Organizing public events and community outreach
- Managing stakeholder engagement and expectations
- Leveraging social media for public relations

Class exercise: Conducting mock interviews

Tips and techniques for handling media inquiries

Day 4: Regulatory and Ethical Considerations

Navigating Industry Regulations

- Overview of regulatory bodies and their impact on PR
- Compliance with environmental and safety regulations
- Understanding the legal aspects of communication

Ethics in Public Relations

- Ethical considerations specific to the Oil and Gas industry
- Case studies of ethical dilemmas and resolutions
- Developing and implementing an ethical PR policy

Class exercise: Debate on ethical scenarios

- Develop a personal action plan for ethical PR practices

Day 5: Measurement and Evaluation

Evaluating PR Effectiveness

- Key performance indicators (KPIs) for PR in the Oil and Gas sector
- Tools and techniques for measuring PR outcomes
- Analyzing and interpreting PR metrics

Building and Maintaining a PR Program

- Long-term PR planning and strategy adjustment
- Leveraging feedback for continuous improvement
- Future trends in PR within the industry

Training Methodology: Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/learning methods.

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

Open Course Fee: 400, 000
In-plant Fee Negotiable

WORKSHOP FEE:

N400, 000 per participant, VAT –N30, 000

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814
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