



Effective Corporate Communication for the Oil and Gas Industry

March 9 – 13, 2026

**Venue: Holiday Inn Express Sandton-Woodmead, an IHG Hotel,
Woodmead North Office Park, 2194, Johannesburg, South Africa**

Course Fee: \$4,500 per Participant

Program overview:

In the high-stakes world of the oil and gas industries, effective corporate communication is pivotal for fostering strong stakeholder relationships, managing crises, and driving organizational success. This comprehensive training program is designed to equip professionals with the essential communication skills needed to navigate the unique challenges and dynamics of the sector.

For whom:

This course is ideal for communication professionals, public relations experts, crisis managers, and executives working in the oil and gas industries, as well as those involved in stakeholder engagement, media relations, and regulatory affairs.

Learning objectives:

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

- develop and implement communication strategies that align with organizational goals and oil and gas industry-specific needs.
- identify and engage with key stakeholders, including investors, regulators, community members, and internal teams.
- develop techniques for building trust and maintaining positive relationships.
- develop skills to effectively manage and communicate during operational disruptions, environmental incidents, or other high-pressure situations.
- enhance internal communication strategies to ensure alignment and collaboration across diverse teams.
- apply tools and methods to improve information flow and employee engagement.
- craft compelling messages and manage media relations to positively shape public perception.
- Develop skills for writing press releases, handling media inquiries, and preparing for interviews.
- explore strategies for interacting with regulatory bodies and addressing compliance issues effectively.
- address cultural differences and foster effective communication in international contexts.

Course Outline:

Day 1: Corporate Communication in the Oil and Gas Sector: Overview

Understanding the Industry

- Overview of the oil and gas industry: key players, structure, and global impact.
- Unique communication challenges in the oil and gas sector.
- Case studies of successful and unsuccessful communication strategies in the industry.

Fundamentals of Corporate Communication

- Defining corporate communication and its role in the oil and gas industry.
- Core components: internal and external communication.
- Best practices for effective communication in complex industries.

Day 2: Strategic Communication Planning

Developing a Communication Strategy

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- Importance of a strategic communication plan.
- Steps to create a comprehensive communication strategy.
- Aligning communication goals with business objectives in the oil and gas sector.

Risk and Crisis Communication

- Identifying potential risks and crises in the oil and gas industry.
- Developing a crisis communication plan.
- Communicating effectively during a crisis: case studies and role-playing.

Day 3: Internal Communication and Stakeholder Management

Enhancing Internal Communication

- Tools and techniques for effective internal communication.
- Promoting a culture of open communication within teams.
- Handling internal conflicts and misunderstandings.

Engaging with Stakeholders

- Identifying and mapping key stakeholders.
- Strategies for effective stakeholder engagement and management.
- Building and maintaining positive relationships with stakeholders.

Class Activity: Develop a stakeholder engagement plan for a project.

Day 4: Media Relations and Public Communication

Media Relations Strategies

- Building and maintaining media relationships.
- Crafting effective press releases and media pitches.
- Managing media inquiries and interviews.

Public Communication and Reputation Management

- Strategies for effective public communication and branding.
- Managing public perception and corporate reputation.
- Leveraging social media for public communication.

Class Activity: Draft and present a press release on a recent industry development.

Day 5: Measuring Communication Effectiveness and Future Trends

Evaluating Communication Efforts

- Key performance indicators (KPIs) for measuring communication effectiveness.
- Tools and methods for evaluating communication strategies.
- Gathering and utilizing feedback to improve communication.

Future Trends in Corporate Communication

- Emerging trends and technologies in corporate communication.
- Preparing for future challenges and opportunities in the oil and gas industry.
- Developing a continuous improvement plan for corporate communication.

This course package includes: Course material in soft copy, Tea break, Lunch, City tour, and certificate of attendance.

A Core 1.5 laptop with the soft copy of the course material loaded with a carrying bag will be presented to the participants at the end of the course.

Note: Payment is either USD or the prevailing parallel market rate. We do not accept government official rate.

Training Methodology

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

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