The 3rd GCC Petroleum Media Forum

APRIL 19-20, 2017 | ROSEWOOD HOTEL | ABU DHABI, UAE
Q1 Which of the following makes the greatest contribution to poor media coverage of the regional oil sector:

A - Journalists suffer from a lack of access to decision makers
B - Journalists are not adequately trained on technical complexity of industry
C - Corporate Comms/ Media Relations executives don’t have access to timely relevant data
D - Corp Comms executives don’t have adequate training to communicate complicated technical subjects
E - Too many language barriers and cultural diversity in media / comms sector
Q2 Last week Tesla’s market capitalization surpassed that of General Motors’, making it the largest U.S. based automaker by that metric ($51B) – General Motors sold about 10 million cars in 2016 compared with Tesla’s roughly 76,000. How should oil producers’ corporate communications executives spin this narrative?

A - Good News Story
B - Bad News Story

67%  33%
Q3 Disruptive Technologies – Big Data/ Automation/ Artificial Intelligence – are set to accelerate the transformation of the oil industry over the next decade and thus make it difficult for Gulf NOCs to maintain their dual responsibility of revenue generation and the social contract of national employment:

This is a big long term trend story that the media & corporate communications are behind the curve on?

A - Agree
B - Disagree
Q4 The rise of Fake news propels journalists and industry corporate communications executives onto the same side, triggering a greater urgency to transform their relationship from an adversarial posture to a professional partnership?

A – Agree
B – Disagree
Q1 What are the Next Steps in getting Millennials Interested in Energy Journalism and Communications?

A - Increase understanding of energy industry’s importance to development of UAE and region, with visits to schools by sector professionals.

B - Energy companies should improve knowledge of Millennial and Generation Z technological trends, such as social media.

C - Research youth’s perception of the sector and then industry and media co-create an industry-wide campaign that shows value of the industry to UAE and the diversity within the sector.

D - Establish dedicated energy media institute to train & develop journalists and industry personnel.
Q2 What are the Next Steps in getting Millennials Interested in Energy Journalism and Communications?

A - Industry and tertiary educational alignment to cooperate on standardizing curricula so students gain knowledge to be employable and productive employees.

B - Change traditional perception of the industry as greedy and environmentally unfriendly, improve transparency & demonstrate success stories to media.

C - Give youth clear career paths and direct access to influencers and role models in comms & media, and create opportunity for dialogue, mentoring and internships.

D - Industry should partner with broadcast and print media to produce dedicated energy content and programming, highlighting oil & gas projects and the sector’s contribution.
WHAT ARE THE NEXT STEPS TO CREATING AN ENERGY ECOSYSTEM IN THE EDUCATION SYSTEM?

A - Encourage greater rigor in primary and secondary education in STEM fields to expand the pool of prepared students to advance to graduate education in the energy field.

B - Energy companies should partner with region’s universities on research projects, which would help ensure that graduates have required skills to contribute to regional energy sector.

C - Vocational Education – Btec courses in schools in subjects such as Technology, Engineering and Design.

D - Build a pioneering position in online education, including skills development in Data Science and Data Management.
Q1 Brent crude oil has averaged firmly above $50 thus far this year - what price will Brent AVERAGE in the second-half of 2017 if OPEC and Non-OPEC countries DON’T EXTEND the Vienna Agreement to curtail oil supplies through to the end of the Year from July to December?

A – In the $30s or lower
B – In the $40s
C – In the $50s
D – In the $60s
E – In the $70s or above
Q2 While U.S. oil inventories are at record highs, Oil traders are looking at the wrong inventory data with the U.S. summer driving season approaching - the short-term focal point of Oil Producers should not be on crude oil inventories, but rather on oil product inventories which are falling?

A - Agree
B - Disagree

65%
35%
Q3 Which of the following macroeconomic trends could have the greatest impact - directly or indirectly - on the Middle East oil industry over next few years through to 2020?

A – Gulf States’ continuing budget deficits
B – China’s slowing GDP growth
C – Rising interest rates across OECD – returning to historic averages
D – Trump’s America First policies
E – India’s emergence as world’s 3rd largest energy consumer

41% 20% 20% 15% 5%
Q4 Following the ratification of the COP 21 Paris Climate Agreement last November to set
a goal to limit global warming to below 2°C -
oil producers will eventually have to revise down
their reported recoverable Oil reserves due to
unburnable Carbon limits?

A - Agree
B - Disagree