



PGC E Marketing & Communication

7th-9th October 2013 Washington, USA

Hosted by:





Study Group 1

- Rooms requirements: room for 50-75 people
- Title of panel discussion: Successful campaigns that truly increased market share
- Description: As the world realizes the benefits of natural gas (Abundant, Affordable, Acceptable, Adaptable, XXXX) our industry is finding ways to promote current and new uses for it within an ever-changing environment. By leveraging advances in technology and marketing, there are opportunities for expanding natural gas in current and new applications, and in sectors like residential and industrial, will bring environmental and economic benefits to the market place.
- [survey of examples]
- This panel discussion will seek to highlight best practices from around the world that successfully bridged the gap between suppliers and customers to increase market penetration.



Next Steps

- Finalize and send the survey to members next week
- Collect best practices and select best by next meeting in Qatar (through a conference call)
- In parallel we are doing a broad analysis of global marketing campaigns within and outside of our industry to gauge effectiveness and success to highlight on the WGC panel.