



Members

Tasks

Status

Expectations of Wash meeting

Members



Attending:

| | | |
|---------------------|------------------|------------------|
| ◆ SG Leader | Barbara | Australia |
| ◆ No 2 | Anja | Holland |
| ◆ Akmal | Egypt | |
| ◆ Guilhem | France | |
| ◆ Phil Craig | Australia | |

Apology:

| | |
|---------------------|---------------|
| ◆ Mapi | Spain |
| ◆ Mikhail | Russia |
| ◆ Tracy | Europe |
| ◆ Irina | Russia |
| ◆ Vyacheslav | Russia |



Work done in Washington



- ◆ Analysed internal communications survey *need your data
- ◆ Analysed leadership survey *need your data
- ◆ Shared case marketing studies (FR/NL/OZ)
- ◆ Shared results from interviews with nuclear and renewables
- ◆ HAD FUN!



1. Gas message – use of internet, media, how do companies make ambassadors of own staff
2. Leadership – issue survey,
3. SHOW leadership – organise panel discussions, write articles in other energies magazines
4. Lobbying government – how do others lobby, who are successful
5. Gas and renewables – what is message re renewables, where examples good partnership, look for drivers of gas + renewables in company
6. Contribute to e-gas

Add: internal communications under Leadership

Knowledge within the team

Panel sessions

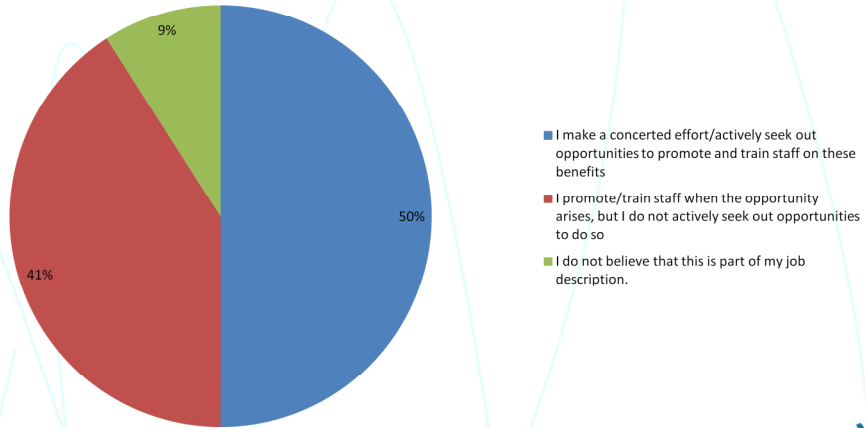
Surveys to PGCE and others

Talk to other energies

Public discussions

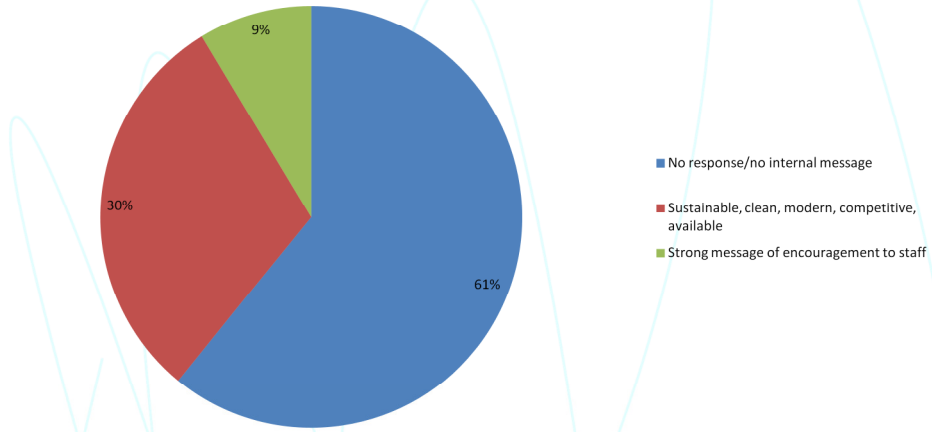
Internal comms survey

Respondents level of involvement in promoting natural gas internally



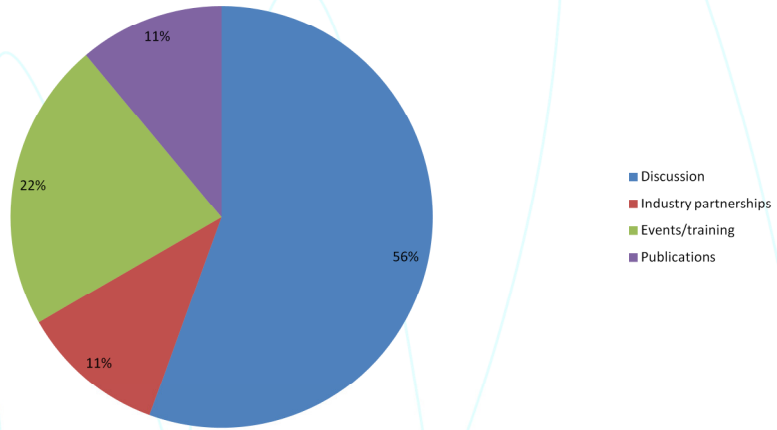
Internal comms survey

Company messages used to promote natural gas internally



Internal comms survey

Examples of respondents promoting natural gas



Your gas marketing sucks!

Objectives

- ◆ Encourage the audience to learn new ways of being effective in communicating the gas message.
- ◆ Inform audience of what other industries are doing to communicate their message more effectively than the gas industry.

Content

- ◆ Results from global leadership and internal communications surveys.
- ◆ Present case studies of gas marketing campaigns.
- ◆ Present examples of effective marketing campaigns by other industries.

Presentation

- ◆ Study group speakers, selected speakers from call for papers, invited industry guests
- ◆ Videos
- ◆ Interaction with the audience
- ◆ 150 persons

Narakom in Doha

