Working Together As An Industry To Leverage Mass Media, Social Media & Community Support
To Overcome Public Concern Over Hydraulic Fracturing

Understanding How Unconventional Oil & Gas Operators Can Successfully Develop Comprehensive Media Relations Strategies To Engage Stakeholders And Educate The Public On Hydraulic Fracturing

Senior Industry Speakers Including

Michael Keys
VP of Strategic Affairs & Public Relations
Chesapeake Energy

John Christiansen
Director of External Communications
Anadarko Petroleum

Matt Pitzarella
Director of Corporate Communications & Public Affairs
Range Resources

Kevin West
Managing Director External Affairs
EQT Corporation

George Stark
Director of External Affairs
Cabot Oil & Gas

Doug Hock
Director of Public & Community Affairs
Encana Oil & Gas

Dennis Holbrook
EVP of Regulatory & Public Relations
Norse Energy

Anne Hedrich
Manager, E-Communications
Apache Corporation

Blake Jackson
Social Media Coordinator
Chesapeake

Nicole Nascenzi
Corporate Communications Specialist
Williams

LEVERAGING SOCIAL MEDIA AS A COMMUNICATIONS TOOL FOR UNCONVENTIONAL OIL & GAS OPERATORS
Explaining How To Use Social Media As An Efficacious Tool For Educating And Engaging Stakeholders To Counter Myths Surrounding Unconventional Oil & Gas Production

ENGAGING COMMUNITIES
Evaluating Strategies For Gaining Trust In Communities Proximal To Hydraulic Fracturing Operations & Translating Grass Roots Support Into Wider Public Acceptance

WORKING TOGETHER AS AN INDUSTRY
Developing Industry-Wide Initiatives To Put Up A United Front And Provide A Clear And Unified Message To Engage Organized NGOs And Advance The Industry’s Position In A Hostile Media Environment

EMPLOYEE ADVOCACY
Formulating Strategies To Educate Employees And Encourage Them To Be Brand Ambassadors To Resonate A Proud And Positive Company Image

ENGAGING WITH ENVIRONMENTAL NGOs
Understanding Ngo’s Strategies And Discussing Best Practice To Productively Combat NGOs Across Media Platforms

Media Partners:

www.media-stakeholder-relations-hydraulic-fracturing.com

To register: (1) 800 721 3915 info@american-business-conferences.com
OCTOBER 31 – NOVEMBER 1, 2011 | HOUSTON | TEXAS | USA

SAVE $200 before September 16
To ensure the long term sustainability of unconventional oil & gas production in North America and protect the industry from demands for intrusive regulation, it is vital that...

...E&P companies develop the right tools and strategies to devise an effective, media, stakeholder, community and public engagement strategy to overcome concern over hydraulic fracturing.

Because of this, the Media & Stakeholder Relations: Hydraulic Fracturing Initiative 2011, will bring together directors from leading E&P companies across North America, as well as representatives from the key industry associations, to share strategies, best practice, and case studies of the most effective ways of communicating with all stakeholders, through traditional and emerging media platforms.

This is the only event designed specifically for communications professionals in the unconventional oil and gas industry. It will bring together speakers from the major E&P companies to discuss putting up a united industry front, looking at leveraging the internet and social media to more effectively reach a larger audience of stakeholders and the public, provide case studies of successful strategies from grass-roots community level up to mass media and governmental regulation, and will offer practical, commercial solutions to drive forward the industry's position.

Sponsorship And Exhibition Opportunities At The Media & Stakeholder Relations Hydraulic Fracturing Initiative 2011

Need to generate new sales leads, launch a new product, engage key decision makers, build new future business relationships in key markets, or simply educate the industry about a new product? Then you need to exhibit at the Media & Stakeholder Relations Hydraulic Fracturing Initiative 2011. Our busy exhibit area is an integral part of the Summit and is of genuine practical value to delegates, who are looking for new solutions and technologies in the area of unconventional drilling and completions. Exhibiting at the Summit will help you to position yourself as a market leader and centre of excellence to the key decision makers in the industry.

For further information, please email: info@american-business-conferences.com
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The Summit will be held at
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HOUSTON, Texas 77056
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For assistance or information with travel and accommodation please email:
info@american-business-conferences.com
Harnessing Mass Media, Social Media And Grass-Roots Community Support To Develop Dynamic Strategies For Overcoming Public Concern Over Unconventional Oil & Gas Production

Day One
Monday October 31st 2011

DESIGNING A COMPREHENSIVE HYDRAULIC FRACTURING MEDIA RELATIONS STRATEGY

DESIGNING A MEDIA RELATIONS STRATEGY
9.00 Understanding How Unconventional Oil & Gas Operators Have Successfully Developed A Comprehensive Media Relations Strategy To Engage Stakeholders And Educate The Public

- Strategies for effectively reaching mainstream media to promote a company message to a wider target audience and drive education
- Breaking down the barriers to win over and leverage a hostile and agenda-driven media, promote a positive industry image and combat misinformation
- Understanding how to promote the larger economic and global implications of unconventional oil & gas production to develop the argument from a local environmental discussion
- Developing the ability to access technical and regulatory data rapidly, condense and simplify it, to counter negative press quickly, accurately and confidently

Michael Kehr, VP of Strategic Affairs & Public Relations, Chesapeake Energy
John Christiansen, Director of External Communications, Anadarko Petroleum
Dennis Holborn, EVP of Regulatory and Public Relations, Norse Energy

9.45 Extended Question & Answer Session

HYDRAULIC FRACTURING MEDIA RELATIONS CASE STUDY
10.00 Providing A Case Study On Designing A Media Relations Strategy To Overcome Concerns Surrounding Hydraulic Fracturing

- Evaluating the most effective techniques for debunking common misconceptions of the hydraulic fracturing process to overcome stakeholder concerns
- Understanding the need for being less withholding and more transparent to truly engage and educate a misinformed media
- Sharing successful techniques in developing key messages ahead of time to be able to proactively and rapidly combat negative press
- Understanding how to cultivate pitches and hooks that will appeal to mainstream media to promote a positive and accurate industry message

Matt Pizarella, Director of Corporate Comms and Public Affairs, Range Resources

10.40 Question & Answer Session
10.50 Morning Refreshments

Served In Exhibition Showcase Area

LEVERAGING SOCIAL MEDIA AS A COMMUNICATION TOOL FOR UNCONVENTIONAL OIL & GAS OPERATORS

STRATEGIES FOR USING SOCIAL MEDIA AS AN EFFECTIVE TOOL FOR EDUCATING AND ENGAGING STAKEHOLDERS TO COUNTER MYTHS SURROUNDING UNCONVENTIONAL OIL & GAS PRODUCTION

HARNESSING SOCIAL MEDIA
11.20 Understanding How Social Media Can Be Utilised Effectively By Unconventional Oil & Gas Companies To Engage Stakeholders And Drive Public Education

- Explaining the development and growth of a successful social media programme to provide a framework for effective social media engagement
- The Social Media Toolbox: Gaining followers, reaching your audience, engaging authentically and educating effectively across multiple platforms
- Using Twitter: 140 characters and a #hashtag to broadcast a focused content-rich message

Blake Jackson, Social Media Coordinator, Chesapeake Energy

11.30 Question & Answer Session

BRAND PROTECTION ONLINE
12.10 How To Protect An Unconventional Oil & Gas Brand Online And Mitigate The Threat Of A Negative Social Media Campaign To Minimise The Potential For Brand Damage

- Evaluating the most effective tools and techniques to monitor how a company is discussed online to monitor public perception and quell unfounded criticism
- Understanding the pitfalls of being unprepared and how monitoring new media can be used to develop robust action plans for public relations strategy
- Explaining the most effective monitoring tools that are available to successfully monitor online chatter about industry-specific issues
- Understanding how effective engagement on social media can actually help recognize & address potential new issues to drive a proactive relations strategy

Nicole Nascenzi, Corporate Communications Specialist, Williams

12.50 Question & Answer Session
1.00 - 2.00 Networking Lunch
Served In Exhibition Showcase Area

HYDRAULIC FRACTURING SOCIAL MEDIA CASE STUDY
2.00 Providing A Case Study On How Social Media Can Be Used To Positively Influence The Public And Inform The Debate On Hydraulic Fracturing

- Explaining the most successful techniques for gaining a following on social media platforms and starting an online dialogue to reach a larger audience
- Developing strategies to best respond online to negative press & misinformation in mass media, quickly and accurately to better educate and inform the public
- Understanding the obstacles to a successful programme to understand how to truly engage and develop a more balanced online industry presence
- Discussing the best practices to activate stakeholders to become industry advocates on issues affecting operating communities to drive support

Blake Jackson, Social Media Coordinator, Chesapeake Energy

2.40 Question & Answer Session

ENGAGING COMMUNITIES

STAKEHOLDER ADVOCACY
2.50 Making The Silent Majority: Evaluating How To Practically Transpose Grass Roots Industry Support Into Stakeholder Advocacy To Drive Public Acceptance Of Unconventional Oil & Gas Projects

- Discussing the most effective techniques to incentivize stakeholders to become industry advocates in the community and in the broader arena

Anne Hedrich, Blake Jackson, Chesapeake Energy

3.30 Question & Answer Session

BUILDING COMMUNITY RELATIONS
4.10 Identifying Successful Strategies For Gaining Trust In Communities Where Hydraulic Fracturing Is Occurring To Become Better Corporate Citizens

- Successful strategies for building grass-roots community support that can be transposed to high-density communities in new operational areas to minimize community uprising
- Understanding the wide range of community concerns from water and air quality issues to potential socio-economic impacts to proactively dispel myths and reassure communities
- Taking lessons learned from more developed plays to transfer experiences, avoid pitfalls and educate communities on the economic benefits of industry operations
- Setting new standards for how unconventional oil & gas companies can responsibly co-exist with communities throughout the life of a project

Doug Hock, Director Of Community & Public Relations, Encana Oil & Gas

4.50 Question & Answer Session

RE-BUILDING COMMUNITIES CASE STUDY
5.00 Providing Case Studies On Re-Building Trust In Communities After An Event To Minimise Negative Press And Protect Company Image

- Understanding the need to have strong community relationships in place to fall-back on in case of a crisis to mitigate the most damaging effects
- Explaining the most effective strategies for re-building a company image after a crisis to protect the brand
- Understanding the most effective models to win back the trust of communities to minimise national media coverage and minimise damage to the industry
- Evaluating the most effective media training techniques to prepare spokespeople in putting out the most positive spin on an event whilst maintaining consistency and accuracy

George Stark, Director Of External Affairs, Cabot Oil and Gas

5.40 Question & Answer Session
5.50 Chair’s Closing Remarks & End Of Day 1
6.00 - 7.00 Evening Cocktail Reception
Served In Exhibition Showcase Area
Understanding The Latest Strategies For Educating NGOs, Regulators And Employees On The Key Issues Surrounding Unconventional Oil & Gas Production And Creating A Comprehensive Crisis Communications Strategy

**CRISIS COMMUNICATIONS & SHALE**

DEVELOPING ROBUST CRISIS COMMUNICATIONS PLANS AND MANAGING THEM ACROSS NEW MEDIA PLATFORMS TO RESPOND QUICKLY AND EFFECTIVELY AND MINIMIZE NEGATIVE PRESS

**CRISIS COMMUNICATIONS STRATEGY**

3.00 Developing A Comprehensive Crisis Communications Strategy Specific To Unconventional Oil & Gas To Respond And Drive Quick Resolution

- Anticipating the wide range of potential crises an unconventional oil & gas company could face to develop strategies to respond quickly and effectively
- Developing the capability to provide accurate information to a dynamic media immediately and with confidence to promote the image of industry competence
- Proactively planning for the next potential public relations crisis by promoting eradication of technological innovations to develop action plans for future issues
- Evaluating internal crisis response plans for dealing with weather events and their potential to bring down communication lines to drive business continuity

3.40 Question & Answer Session

**CRISIS COMMUNICATIONS IN NEW MEDIA**

4.20 Providing Case Studies To Understand The Best Methods For Using The Internet And Social Media As Part Of An Effective Crisis Communications Strategy

- Evaluating how new media can be used to get ahead of a story and develop immediate proactive responses to minimize and spin negative press
- Understanding the importance of an online presence for brand protection and analyzing the pitfalls to avoid repeating new media mistakes
- Evaluating the lessons learned from crisis communications online to learn the positives that can be drawn from engaging online
- Understanding how to successfully monitor new media platforms to pre-empt potential issues and decrease lead times in media response

5.00 Question & Answer Session

**REGULATORY AFFAIRS**

5.10 Understanding The Most Effective Ways To Stay Current With Regulations And Framing Them In A Way To Relay To The Public

- Evaluating the most cogent techniques for sourcing the myriad of environmental regulations to reduce lead time in response to media and public questions
- Understanding how to boil down highly technical regulatory information into a concise yet informative format to make regulatory data amenable to a public audience
- Repackaging scientific language and regulations into a succinct, understandable format to lay the person and deliver key messages most effectively
- Understanding how to stay current with new and upcoming regulations as a communication professional to drive proactive public relations

Brad Miller, General Manager of Regulatory Affairs, Anadarko Petroleum

5.40 Question & Answer Session

5.50 Chair’s Closing Remarks And End Of Conference
I would like to register the delegate(s) below for the 2 day conference
Media & Stakeholder Relations Hydraulic Fracturing 2011

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