



ملتقى الإعلام البترولي الثالث  
The 3<sup>rd</sup> GCC Petroleum Media Forum

APRIL 20, 2017 | ROSEWOOD HOTEL | ABU DHABI, UAE

#GCCPMF

## AGENDA

### THURSDAY, APRIL 20<sup>th</sup> 2017

8:00am - 9:00am

**Forum Registration & Networking Breakfast**

9:00am - 11:00am

**SESSION IV: "The Future of Energy Markets – A Leadership View?"**

Master of Ceremonies – Maryam Amiri, ADNOC

**National Keynote:**

H.E. Suhail Al Mazrouei, Minister of Energy, UAE

**The Petroleum Media Award:**

H.E. Suhail Al Mazrouei, Minister of Energy, UAE to present the GCC Award

**Interactive Markets Survey - Snap Poll [English]:**

Ed Crooks, US Industry & Energy Editor, Financial Times

Nawaf Al Ghanem, Corporate Communications Manager, Bahrain Petroleum Company (BAPCO)

Sean Evers, Managing Partner, Gulf Intelligence

**Regional Keynote [Arabic]:**

H.E. Khalid Al Falih, Minister of Energy, Industry & Mineral Resources, Kingdom of Saudi Arabia

**Ministerial Panel Discussion [Arabic]: (Shot Live Sky News Arabia)**

**"The Role of Media and the Future of the Energy Markets"**

**Panelists:**

- H.E. Suhail Al Mazrouei, Minister of Energy, UAE
- H.E. Khalid Al Falih, Minister of Energy, Industry & Mineral Resources, Kingdom of Saudi Arabia
- H.E. Issam Abdulmohsen Al-Marzooq, Minister of Oil and Minister of Electricity & Water, Kuwait
- H.E. Dr. Mohammed Al Rumhy, Minister of Oil & Gas, Sultanate of Oman
- H.E. Dr. Mohammed, Bin Saleh Al-Sada, Minister of Energy & Industry, Qatar
- H.E. Shaikh Mohammed bin Khalifa bin Ahmed Al-Khalifa, Minister of Oil, Kingdom of Bahrain

*Moderator:* Malak Fares, CFA, Business Presenter, Sky News Arabia

11:00am

**Coffee Break**

11:30am - 12:30pm

**SESSION V: "Industry Roundtables – Knowledge Exchange"**

**B1 Training Session (English):**

***The Effective Use of Social Media in the Petroleum Industry***

*Host:* Abdou Gadallah, Social Media Editor, Sky News Arabia



الإنشاء العربية  
Arab Development

**B2 Training Session (Arabic):**

***Preparing NOC Leadership for the Media***

*Host & Moderator:* Eman Kaawash, Media Trainer, Hattlan Media

S&P Global  
Platts

**B3 Training Session (English):**

***The ABC of Energy Trading***

*Host & Moderator:* Andrew Bonnington, Editorial Director, Strategic Oil Markets Development, S&P Global Platts



**B4 Training Session (English):**

***Crisis Communication Management***

*Host & Moderator:* Dr. Hanna El-Jor, Partner, Meirc Training & Consulting

أدنوك  
ADNOC

**B5 Training Session (English):**

***How to Develop a Successful Digital Communications Strategy***

*Host & Moderator:* Mohammed Alsiddiq, Digital Communications Head, Mubadala

FOIZ  
منطقة المنطقة الصناعية الفجيرة  
Fujairah Oil Industry Zone

**B6 Workshop Session (English):**

***How can Energy Producing Countries Generate a Culture of Compliance to Data Transparency in a Rapidly-Changing 21st Century?***

*Hosts:* H.E. Ahmed Al-Kaabi, Assistant Undersecretary for Oil, Gas & Mineral Resources, UAE Ministry of Energy and UAE's Governor for OPEC, Dr. Adedapo Odulaja, Head of Data Services Department, Research Division, OPEC & Capt. Salem Al Hamoudi, Deputy Manager of FOTT, Port of Fujairah, UAE

*Moderator:* Sean Evers, Managing Partner, Gulf Intelligence

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**B7 Seminar Session (Arabic):**

**Transparency & The Media: What are the Best Strategies?**

Host & Moderator: Suleiman Al Yarubi, Information Specialist, Ministry of Oil & Gas, Oman



**B8 Seminar Session (Arabic):**

**How to Enhance the Petroleum Culture of the Gulf?**

Hosts & Moderators: Sheikha Tamader Khalid Al-Ahmad Al Sabah, Public Relations & Acting Petroleum Media Manager and Head of Petroleum Culture Committee, Ministry of Oil, Kuwait & Abdullah Mutaib Al Bassam, Senior Public Relations Officer, Ministry of Oil, Kuwait & Ministry of Energy, UAE



**B9 Seminar Session (English):**

**Gas Outlook to 2040 - What are the Key Messages for Media?**

Host: Lennart Lutén, Director, Galway Group  
Moderator: Dyala Sabbagh, Partner, Gulf Intelligence

12:30pm

**Networking Lunch**

1:30pm

**SESSION VI: DEBATE [English]: Hosted by ENOC**

**"Traditional Media is Dead"**

**AGAINST THE MOTION:**

- Ed Crooks, US Industry & Energy Editor, Financial Times
- Mustafa Alrawi, Business Editor, The National

**FOR THE MOTION:**

- Dale Hudson, Associate Teaching Professor of Film and New Media, New York University Abu Dhabi
- Reem Abdellatif, Editor-in-Chief, Argam Plus

Moderator: Sean Evers, Managing Partner, Gulf Intelligence

2:45pm - 3:45pm

**SESSION VII: "Industry Roundtables - Knowledge Exchange"**



**D1 Training Session (Arabic):**

**The Effective Use of Social Media in the Petroleum Industry**

Host & Moderator: Abdou Gadallah, Social Media Editor, Sky News Arabia



**D2 Training Session (English):**

**Preparing NOC Leadership for the Media**

Host & Moderator: Eithne Treanor, Founder & CEO, E Treanor Media



**D3 Training Session (English):**

**How to Develop a Successful Digital Communications Strategy**

Host & Moderator: Mohammed Alsiddiq, Digital Communications Head, Mubadala



**D4 Training Session (English):**

**A Media Guide to Reporting Oil Markets**

Host & Moderator: Paul Young, Head of Energy Products, Dubai Mercantile Exchange



**D5 Seminar Session (English):**

**The Digitization of the Oil & Gas Industry: What are the Trends to Look Out for?**

Host & Moderator: Morgan Eldred, Managing Partner, Digital Energy



**D6 Seminar Session: (English)**

**Saudi Arabia Vision 2030: An Energy Perspective**

Host & Moderator: Dr. Ihsan A. Bu-Hulaiga, Principal Consultant, Joatha Business Development Consultants



**D7 Seminar Session (English):**

**How to Cover the Biggest Emerging Energy Demand Story Since China - India?**

Hosts: Dr. Sun Xiansheng, Secretary General, International Energy Forum & Rakesh Mehra, Strategic Advisor, Gulf Petrochem Group  
Moderator: Dyala Sabbagh, Partner, Gulf Intelligence



**D8 Seminar Session (Arabic):**

**The UAE Energy Strategy 2050**

Hosts & Moderators: H.E. Fatima Alfoora Alshamsi, Assistant Undersecretary for Electricity & Future Energy Affairs, Ministry of Energy, UAE and Eng. Meshayel Al Ali, Director, Future Energy & Security of Supply, Ministry of Energy UAE

3:50pm - 4:00pm

**Closing Comments:**

H.E. Suhail Al Mazrouei, Minister of Energy, UAE

**With handover of GCC Petroleum Media Forum to next 4th host:**

H.E. Dr. Mohammed Bin Saleh Al-Sada, Minister of Energy & Industry, Qatar