

# the arabian sun

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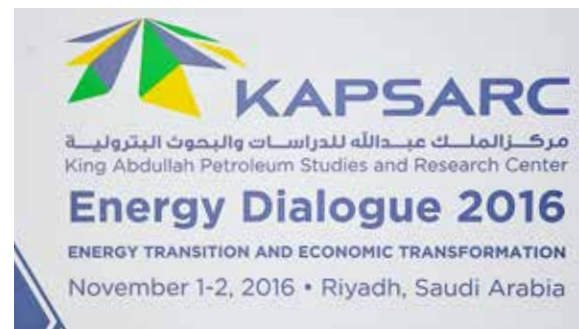
## evolving media strategies

Public relations and corporate communication experts, researchers, and other media professionals tackle key issues about the evolving state of media strategies for public relations and the need to effectively use technology to realize more fruitful communications with stakeholders and the world in general.

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## discussing energy in Riyadh



The importance of unconventional thinking and addressing the pressing issue of climate change were some of the key topics at KAPSARC's Energy Dialogue 2016, which featured speeches by HE Khalid A. Al-Falih, Minister of Energy, Industry and Mineral Resources, and Amin Nasser, Saudi Aramco president and CEO.

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## harnessing the energy of youth



Muhammad Sheikh, right, offers some advice on inspection techniques to Hussain Al Osaimi. Sheikh acknowledges that there is some knowledge that can't be learned in books or technical manuals, and that is where the Knowledge Transfer program has been effective in Pipelines. (Photos: Abdulaziz Al-Moaiweed/MPD)

## Knowledge Transfer program producing big benefits

How does Saudi Aramco ensure that its young employees have the technical and professional skills they need to do their job effectively and efficiently?

One key way is through the Knowledge Transfer (KT) program, which relies on experienced veterans to mentor employees with less experience on key aspects of their roles with the company, and more specifically, the vital tasks of their work.

Once targeting staffers in technical operations,

the KT program now has a vision of developing a companywide system for facilitating learning across all departments — both in technical operations and professional offices.

The program gives young employees the competencies and confidence to do their jobs efficiently. It also gives experienced employees the satisfaction of seeing that their hard-earned knowledge will remain with the company, where they have spent years and even decades of their

career.

"I strongly believe knowledge has become the vital commercial resource and may be the only resource of a competitive advantage, which is crucial for success. We should have the ability to continuously update our knowledge with any new information we learn," said Nabil K. Al Dabal, general manager of Training and Development.

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## inside this issue»



### Saudi Aramco wins 'Best Employee Value Proposition'

For a second consecutive year, Saudi Aramco's Staffing Services Department shines at the LinkedIn Talent Middle East and Northern Africa Awards Ceremony in Dubai.

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### living well with diabetes

With Nov. 14 being World Diabetes Day, Johns Hopkins Aramco Healthcare serves up some sound advice for those who have been diagnosed with the disabling disease, from increasing exercise to reducing calories.

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### the key to working with difficult co-workers and finding success

Sometimes, doing the best for yourself and the company isn't easy. How one navigates around difficult people and difficult situations often determines a positive outcome in both regards.

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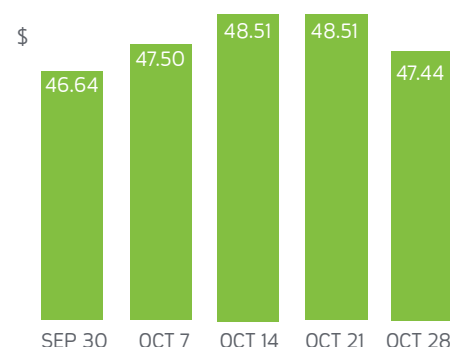
## decades of 'digging' history



The Arabian Natural History Association celebrates a half-century of cataloging the Kingdom's history, from dhubs to dhows and beyond.

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## OPEC basket five-week price trend 2016

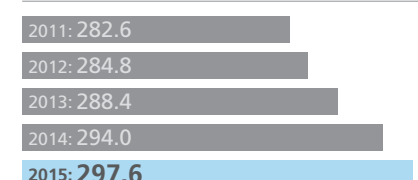


## Saudi Aramco by the numbers

### Gas reserves

(associated and nonassociated)

(trillions of scf)





# exploring ‘Evolving Media Strategies for Public Relations’ at IPRA conference

by Bander Alharbi

**Dubai** — The International Public Relations Association-Gulf Chapter (IPRA-GC) concluded the region’s most prominent annual conference for media professionals last week following three days of in-depth knowledge and insights on current media issues.

The event, attended by 494 public relations and corporate communication experts, researchers and other media professionals from throughout the Gulf Region and beyond, was held in Dubai with a theme of “Evolving Media Strategies for Public Relations.”

## ‘landscape has truly changed’

The inauguration ceremony, marked by a large turnout of highly enthusiastic participants, started with a documentary film about the history of IPRA followed by remarks from IPRA-GC president Hasan J. Al Hasan, who thanked Saudi Aramco for its continuous support to the association.

“The end of this year marks the 14th anniversary of the IPRA-GC establishment,” Al Hasan noted. “During that time, the corporate communications and public relations landscape in the Gulf Region has truly changed, where the public has become more aware, experienced and informed, and the work environment in the Gulf has become more diverse, and increasingly controlled and scrutinized internally and externally, with the tools and technologies available for communications becoming more numerous, complex and accessible among the public.”

Mohammed Al-Otaiba, editor-in-chief of the Abu Dhabi-based daily newspaper *The National*, stressed to attendees that the conference represented an important opportunity to share knowledge and expertise. Al-Otaiba also has a background in diplomacy and media, including 10 years representing the UAE at the UN in New York, Beijing, and London.

Abdullah S. Jum’ah, former president and CEO of Saudi Aramco, expressed his gratitude about being invited to participate in the opening ceremony, saying “It is my pleasure to see my sons and daughters from Saudi Aramco assuming significant roles in this association and other organizations.”

He also highlighted the role of effective communication in public relations, citing successful examples from Saudi Aramco’s management in this area.

HE Abdullatif A. Al-Othman, former Governor of the Saudi Arabia General Investment Authority (SAGIA), extended his thanks to Saudi Aramco for supporting several professional associations.

“Public relations and communications (PR&C) represent one of the biggest challenges in the field of business,” said Al-Othman, noting that the industry is associated with creativity and innovation, and has become a \$16 billion-a-year industry.

“Being one of the fastest-growing sectors, PR&C grows at 5% to 7% per year, and employs young and creative talent, with spending of \$500-\$700 million in our region, making it an important partner in achieving the region’s strategies,” Al-Othman added.

In conclusion, Al Hasan expressed the IPRA-GC’s gratitude and appreciation to Nasser A. Al Nafisee, Saudi Aramco’s vice president of Corporate Affairs who was IPRA-GC’s first president from 2003-2005,



Faisal Al-Zahrani, former president from 2007-2015, Mohammed A. Al-Shoshan, manager of Public Relations with Saudi Aramco, as well as a number of other supporters of the conference, who were invited to a dinner banquet held in their honor.

## ‘new media revolution’

A total of 12 panel discussions were held over two days featuring more than 50 speakers presenting their ideas and insights on various topics. Those discussions included engaging question-and-answer interaction with attendees.

In the first of those sessions, titled “Effective Corporate Communications,” Al Nafisee spoke about effective public relations strategies and the need to fit into the new media revolution, citing Saudi Aramco’s successful role in the change, and highlighting the significant role played by the King Abdulaziz Center for World Culture in this cognitive shift.

“The engagement of the public to be part of communication rather than recipients has become one of the basic principles of effective and fruitful communication, and Vision 2030 is a unique example of using effective communication technologies, where the new media and open dialog helped to get the Vision and its fruitful objectives right,” said Al Nafisee. “Therefore, the Vision was adopted by both the elites and public.”

## workshops well attended

The eight training workshops witnessed a large number of participants, with the impressive turnout attributed to the diversity of carefully selected topics, and quality presenters.

One of the workshops, titled “Managing Crisis Communication,” was designed to help attendees develop the skills related to developing communication plans at times of crisis.

“The knowledge gained from the workshop enabled me to prepare and build a team, and I learned how to develop a way of communication during crisis,” said attendee Saeed Al-Tamani.

Another participant, Ola Halwani, said, “This is a very important workshop since we need to communicate through many different means, and we should know the fundamentals at times of crisis,” stressing that she will share the knowledge gained with her colleagues.

In another workshop, two LinkedIn experts provided a presentation about the site, which is one of the most important

professional sites in social media.

Hani Al-Harbi, Public Relations manager with Jiddah Development and Urban Regeneration, said his business requires him to regularly use LinkedIn, and what he knows about the website “has radically changed now, and will be reflected when he returns to work.”

During the “Public Relations and Social Responsibility” workshop, the interaction was a mix of fun and practical application as attendees were divided into working groups, with each group assigned to create and design social responsibility plans.

Topics of other workshops included “How to Write a Successful and Influential Speech,” “Communication Strategy Development,” “Building the Brands of Tomorrow,” “Media Engagement,” and “Speech-writing ... Tools, Tips and Instructions.”

As IPRA-GC’s strategic partner based on our role in supporting and developing professional associations, Saudi Aramco organized an exhibition at the conference providing visitors with information about the company and its publications. The exhibition also featured an impressive scale model of the King Abdulaziz Center for World Culture.

The IPRA-GC, which was founded in 2003, is the largest regional branch of this prestigious international association. Currently, the Gulf chapter has more than 1,500 members.

*Kirk Collingwood, head of the Saudi Aramco Public Relations Strategy and Coordination Unit, listens to Wael Mahdi, an energy correspondent from Bloomberg News during a panel session on “Image Challenges in the Energy Industry” during the annual International Public Relations Association-Gulf Chapter (IPRA-GC) conference in Dubai. Also on the panel were Eithne Treanor, founder and CEO of E Treanor Media, left, and Fuad Al-Zayer, energy transparency coordinator of the International Energy Forum. Collingwood was one of a number of representatives from Saudi Aramco who participated in the event, which focused on evolving media strategies for public relations. (Photo: Abdulaziz Al Moaiweed/MPD)*



*The Saudi Aramco pavilion attracted plenty of attention during the three-day conference for media professionals as the team there provided information about the company and its publications. The exhibit also featured a scale model of the King Abdulaziz Center for World Culture. (Photo: Abdulaziz Al Moaiweed/MPD)*