



Made
possible
by **GAS**

Do you ever try to explain the importance or intricacies of the natural gas sector to friends, family and neighbours, but all you get is a blank stare?

We have, so we decided to do something about it. With the backing of the Queensland gas industry, we designed a communications program to tell our story, our way.

The result is Made by Possible by Gas.

Made Possible by Gas: Speaking-up Program

To date, our informative digital content highlighting what is Made Possible by Gas has been viewed over 6 million times, with more than 80,000 direct online interactions taking place. Now we want to take it offline and into the real world. This is where the Made Possible by Gas: Speaking-up Program comes in.

Made Possible by Gas: Speaking-up Program Inaugural Session

The launch will be broken up into mini modules covering opinion data on the industry, technical information and communications skills. We will be joined by Chris Tucker from FTI Consulting's Washington DC office. Chris has worked with a variety of US based oil and gas producers to deliver similar programs across the United States.

Presenters

Chris Tucker, Senior Managing Director, FTI Consulting
Rhys Turner, State Director, APPEA
Kate Wilson, Managing Director, Cinc Social Media

Date Friday, 18 May 2018
Time 9am to 12pm
Post seminar lunch provided
Venue Central Brisbane CBD
(Location to be provided on RSVP confirmation)
Cost Free (limited places)
RSVP info@madepossiblebygas.com.au
by COB Tuesday 15 May

Why offer this program?

Comprehensive public research shows a significant knowledge gap exists about how natural gas is used. We also know people are more willing to engage in conversations they can relate to, such as explaining how natural gas is used to make household items and other modern conveniences. These sessions are designed to focus on the background of the industry and what is made possible by gas, rather than just how it is extracted. (Don't worry we'll get to that too.)

What will I gain from the session?

Attendees can expect to leave the seminar equipped with not only a different perspective on the industry, but with a toolbox of tips and techniques to assist them to more confidently communicate the benefits our industry provides, as well as debunking popular myths and misconceptions.

Who is the program designed for?

While the Made Possible by Gas: Speaking-up Series is designed for everybody, early and mid-stage career professionals, both from technical and non-technical work streams, will get the most out of it. However, attendance isn't limited to those who work in the industry. People interested in working or doing business with the sector will find these sessions explain the gas industry's operations, and how natural gas is used, in a concise way everyone can understand.

More Information

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