



Energy Sector Crisis Communication Course: Incident Media Response, Holding Statements and JIC



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Introduction:

Energy sector crisis communication, covering incident media response, holding statements and the JIC, is a 1-week course for communications, media relations, emergency response and HSE staff in oil, gas, petrochemical, power and utility companies, ending with an Incident Communication Plan. When a fire, gas release, spill or outage happens, slow or conflicting statements damage trust with communities, authorities and partners faster than the incident itself. Nominees already support emergency response or media relations, and teaching is by timed simulation of unfolding incidents. CoreConcept Training Center delivers this energy sector crisis communication course.

Course Objectives:

- Position the communications function inside the emergency response organisation and incident command structure of an energy company
- Prepare holding statements, pre-approved message templates and question-and-answer sets for fires, gas releases, spills, outages and fatalities
- Issue the first-hour media and stakeholder response, including notification of authorities, partners, employees and neighbouring communities
- Set up and run a joint information centre with authorities, joint venture partners and contractors during a major incident
- Monitor social media, correct misinformation and brief spokespeople for on-scene and studio interviews
- Manage recovery communication and lead a post-incident communication review that updates the plan

Target Audience:

- Corporate communications and media relations staff who handle press enquiries during incidents
 - Emergency response coordinators who integrate communication into response plans and drills
 - HSE and environmental staff who explain incident impacts to authorities and communities
 - Community relations and government affairs staff who maintain contact with local stakeholders
 - Site communication focal points at refineries, plants, pipelines and power stations
 - Digital and social media staff who monitor and respond to online coverage of incidents
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Course Outline:

Day 1: Energy Incidents and the Communication Function

- Incident Types in Oil, Gas, Petrochemical and Power Operations
- Emergency Response Organisation and Crisis Management Team Roles
- Incident Command System Public Information Officer Role
- Stakeholder Map of Authorities, Partners, Communities and Media
- Current Incident Communication Readiness Self-Assessment

Day 2: Communication Frameworks, Plans and Templates

- Joint Information Centre Structure, Staffing and Activation
- IPIECA-IOPG Oil Spill Preparedness Guidance on Public Information
- Holding Statement Library for Fires, Releases and Spills
- Notification Matrix and Approval Workflow for Statements
- Message Map Method for Technical and Environmental Facts

Day 3: First-Hour Response and Media Handling

- First-Hour Response Checklist and Statement Release Sequence
- On-Scene Spokesperson Briefing and Bridging Technique
- Press Conference Planning and Media Centre Logistics
- Social Media Monitoring Dashboard and Misinformation Response
- Employee and Contractor Internal Communication Cascade

Day 4: Complex Incidents, Risk and Problem Cases

- Fatality and Injury Communication With Family Liaison Teams
- Environmental Impact Messaging for Spills and Air Releases
- Prolonged Outage Communication With Customers and Authorities
- Joint Venture and Contractor Statement Alignment Problems
- Recovery Communication and Community Reassurance Plans

Day 5: Incident Simulation and the Communication Plan

- Refinery Fire Simulation With Timed Media Injects
 - Offshore Spill Simulation Running a Joint Information Centre
 - Power Outage Simulation With Social Media Escalation
 - Post-Incident Communication Review and Lessons Learned
 - Incident Communication Plan Completion and Peer Review
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Skills You Will Gain:

- Holding Statement Drafting
- Incident Notification Management
- Joint Information Centre Operation
- Spokesperson Preparation
- Social Media Monitoring
- Environmental Risk Messaging
- Stakeholder Liaison
- Post-Incident Communication Review

Why Attend This Course:

- Hand over an Incident Communication Plan with holding statements, a notification matrix and a joint information centre procedure to the emergency response manager and head of communications
- Decide what to say, who must approve it and who must hear it first in the opening hour of an incident
- Avoid conflicting statements, late notifications and unanswered rumours that damage trust with authorities, partners and communities
- Train site focal points and spokespeople on the templates, briefing method and simulation drills practised during the course

Conclusion:

Back at work, the participant gives the Incident Communication Plan to the emergency response manager, the head of communications and site management for adoption into the emergency response plan. They use it to agree statement approvals, notification duties and how the joint information centre will be staffed. After the next drill or real incident, the organisation should review how quickly statements were issued, how accurate coverage was and which templates need revision.

Frequently Asked Questions FAQ:

What should participants know before an energy sector crisis communication course?

Participants should already support media relations, emergency response, HSE or community relations in an energy company. Bringing the current emergency response plan, an anonymised past statement or a drill report helps them apply the simulations to their own organisation.

How does an energy sector crisis communication course differ from an executive crisis communication course?

This course is for practitioners who prepare and issue statements during operational incidents such as fires, releases, spills and outages, and who run joint information centres. Executive crisis communication courses focus on senior leaders' strategic decisions and reputation across all sectors.

What is a joint information centre in energy sector crisis communication?

A joint information centre is a single location or virtual team where the company, authorities and partners coordinate public information during a major incident. It keeps statements consistent, avoids contradictory messages and gives media one reliable source of updates.

What do participants take back from the energy sector crisis communication course?

Participants take back an Incident Communication Plan with a holding statement library, notification matrix, approval workflow, joint information centre procedure and social media monitoring approach, ready to test in the next emergency drill.
