

ENERGY

With global demand set to double by 2050, the energy landscape is diversifying and evolving. Science and new technologies are enabling us to unlock untapped potential for energy production, with innovative materials and intelligent systems offering “smart” efficiency solutions.

Challenges for the industry are shifting due to increasingly ambitious climate change targets, political change, heightened regulatory and public scrutiny, competition to attract early-stage investment and new markets opening up.

Our experience spans the energy spectrum, from traditional fuels to sustainable energy and from innovative start-up companies to global energy leaders.

Our clients operate in a highly competitive and emotive environment. We help companies in this complex, technical, heavily regulated sector to

build, manage and protect their reputations and engage with key stakeholders.

Our team creates engaging, memorable campaigns that shape opinion and help clients achieve their business goals at local, national and international levels. We also support clients through our industry-recognised 24/7 emergency response support offer.

As part of the global Weber Shandwick network we deliver seamless multi-market programmes, engaging with key influencers, the media, investors and analysts around the world.

OUR SERVICES

- Community and stakeholder engagement
- Consumer campaigns
- Corporate responsibility and social impact
- Crisis and issues response management
- Digital and online programmes
- Employee communications
- Events and conferences
- Executive profiling
- Investor relations and financial communications
- Media relations
- Public and regulatory affairs

SPECIALIST EXPERIENCE

- Energy saving and recycling
- Energy trading
- Geothermal
- Low carbon technologies
- Nuclear
- Oil and gas – upstream, downstream, onshore and unconventional
- Renewables – wind, marine
- Smart grid
- Solar
- Storage and infrastructure
- Technology innovation and software

OUR APPROACH

- ▶ **Intelligence:** Our counsel is based on research, analysis and mapping to identify key political and media stakeholders.
- ▶ **Telling your story:** We help clients to articulate their core narrative – what it is that they do and why – developing the brand and driving awareness with customers, decision makers, influencers and investors.
- ▶ **Integrated communications:** We build compelling campaigns that communicate complex information, with clarity, using a multi-channel approach to support clients’ business objectives.
- ▶ **Multi-market:** With offices in 126 cities across 81 markets, we can help clients engage with influencers and communities at all levels as they move into or consolidate their presence in new markets.
- ▶ **Making connections:** In a crowded marketplace, our communications programmes support clients who are seeking funding opportunities.

CONTACT



Nora Senior
EMEA Energy Lead

M: +44 7770 886 921
nsenior@webershandwick.com

