

WPC LEADERSHIP



RESPONSIBILITY  
COOPERATION  
SUSTAINABILITY

*The Global Series*

INNOVATIVE SOLUTIONS FOR  
THE ENERGY TRANSFORMATION:  
**COLLABORATING FOR A  
SUSTAINABLE FUTURE**

**VIRTUAL SERIES**

[www.wpcleadership.com](http://www.wpcleadership.com)

# About the Global WPC Leadership Series

A powerful series of high-level dialogues starting in April 2021, will take us on the path to the 23rd World Petroleum Congress and beyond, addressing key issues around responsibility, cooperation and sustainability in the oil, gas and energy sector.

It will bring together industry leaders to discuss and demonstrate best available technology and actions in order to minimise impacts and risks to the people and environments where we operate around the world by highlighting the industry's global strategies that can contribute to raising the standards across the sector.

## The Audience

Over 1500 participants are expected to connect and watch each episode of the WPC Leadership Global Series. Those include:

### Organisations:

- WPC National Committees
- Ministries and Government Institutions
- NOCs and IOCs
- Service Companies
- Technology Providers
- Equipment Manufacturers
- Consultants
- NGOs
- Universities
- Industry Associations

### Profile:

- C-Level Executives
- Government Representatives
- Sustainability Managers
- HSE Managers
- Operations Managers
- Technology Managers
- Business Analysts
- Young Industry Professionals
- Academia
- Media



**Tor Fjaeran**  
President, World Petroleum Council

"Given the complexity and challenges that the oil, gas and energy business faces in delivering cleaner, affordable, and reliable energy for sustainable development of the world, responsible culture needs to be incorporated at all levels, from the small communities where we operate and throughout our global business. Stable long-term relationships and cooperation with all stakeholders enables our industry to provide sustainable energy for all, a key theme that our Global Series of virtual events will explore further in 2021."

*The WPC Leadership is a platform for stakeholders to set the stage for the future through responsibility, cooperation and sustainability. We look forward to welcoming you virtually.*

# WPC Leadership Legacy

Previous Speakers Included:



## 2015 - Tromsø, Norway

- **Tord Lien**  
Minister of Petroleum and Energy, Norway
- **H.E. Abdullah Bin Hamad Al-Attiyah**  
Former Deputy Prime Minister and Minister of Energy & Industry, Qatar
- **Brian Sullivan**  
Executive Director, IPIECA
- **Anita George**  
Senior Director, Energy and Extractives Global Practice, World Bank
- **Suleiman Jasir Al-Herbish**  
Director-General, OFID
- **Remi Eriksen**  
CEO, DNV GL Group, Norway

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## 2019 - Mumbai, India

- **Dr Sun Xiansheng**  
Secretary General, International Energy Forum (IEF)
- **Jeff Shellebarger**  
President, North America E&P, Chevron, USA
- **Dr. Kandeh K Yumkella**  
UN Under-Secretary-General and Special Representative for the UN Secretary General on SE4AL
- **B Anand**  
CEO, Nayara Energy, India
- **P. Raghavendaran**  
President, Refineries Business, Reliance Industries Ltd
- **Jean-Francois Poupeau**  
EVP Corporate Engagement, Schlumberger

# Topics In Focus



As we are going through an extraordinary transformation of the global energy landscape, what are the key impacts and what will be the role of oil and gas companies? How can they respond to society's and environmental needs while driving innovations and new technologies? How is it affecting their strategies and their people and what are some of the new partnerships emerging?



With climate change creating the largest challenge to our future, decarbonisation, emission reduction, energy efficiency, carbon taxes and net-zero policies are at the center of global discussions. As new partnership and financing models are emerging, what actions is the oil and gas industry taking to tackle climate change and create a sustainable future for all?



With concerns over the growing impacts of plastic waste, the petrochemicals sector has to take a lead in changing its products and develop innovative solutions for recycling and waste utilisation. What are the technological options to increase circularity of the economy and create new ways to achieve sustainability for petrochemicals?



With Sustainable Development Goal 7 aiming to ensure access to affordable, reliable and modern energy for all by 2030, what role is the oil and gas industry going to play? With its core focus on delivering the energy, how can innovative technologies, partnerships and leadership contribute to ending energy poverty around the world?



Safe and responsible operations are essential for oil and gas companies to obtaining a social and environmental license to operate. With the public and investors increasingly scrutinising environmental, social and corporate governance (ESG) commitments, how do companies enhance transparency about how they manage their impacts and deliver energy in a sustainable manner?

# Exclusive Sponsorship Opportunities

## Sponsor an Episode Exclusively

Each episode of the WPC Leadership Global Series will feature one exclusive sponsor to ensure maximum visibility and return on investment.

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The Global Series

## Sponsorship Benefits include:

### 1. Programme:

- Appoint one member to WPC Leadership programme committee
- Propose one speaker, to be agreed with WPC Secretariat

### 2. Exclusive Branding:

- WPC Leadership website: exclusive logo placement on sponsored episode and web page
- YouTube and Virtual platform (HOPIN): exclusive logo placement
- World Petroleum Council website: banner with sponsor logo
- Logo placement on all marketing collaterals, related online communication (includes social media) and on emails to all attendees post episode

### 3. Access and Reach:

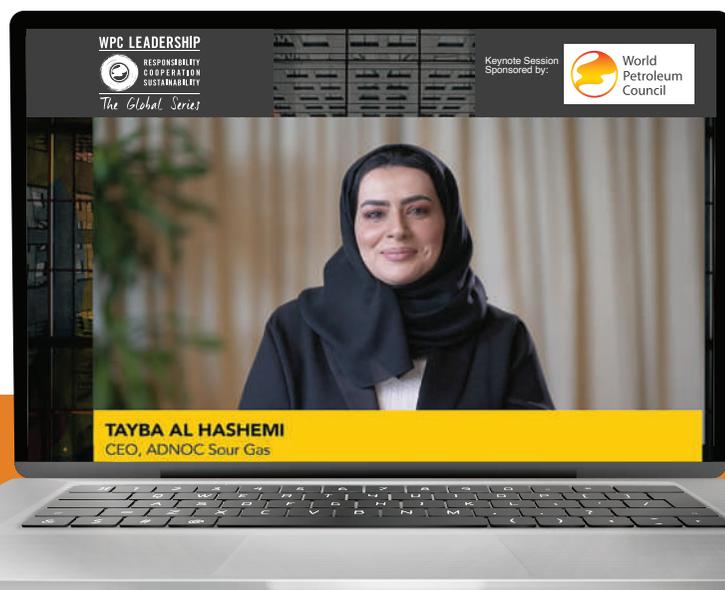
- Media outreach through WPC media database
- Access to audience and analytics

### 4. Corporate Messaging:

- Video message from CEO
- Corporate video on website and virtual platform (HOPIN)

### 5. Showcase at the 23rd WPC Houston, 5-9 December 2021

- Replay of episode during the Congress and uploaded on WPC YouTube channel



## Sponsorship Rates:

1 episode	USD 35,000	
2 episodes	USD 63,000	10% Discount
3 episodes	USD 89,250	15% Discount
4 episodes	USD 112,000	20% Discount
5 episodes	USD 131,250	25% Discount

For more information please contact  
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**Programme**  
Ulrike@world-petroleum.org

**Sponsorship**  
Fred@e3-worldwide.com

**PR & Partnerships**  
Pamela@e3-worldwide.com

## WPC Leadership Conference



Supported by



# ON THE ROAD TO HOUSTON

**23rd World Petroleum Congress | 5-9 December 2021**

The episodes and outcomes from the WPC Leadership Global Series will guide the 23rd WPC Social Responsibility programme and feature prominently at the event.

[www.23wpc-houston.com](http://www.23wpc-houston.com)

