



UNITED ARAB EMIRATES  
MINISTRY OF ENERGY



الإمارات العربية المتحدة  
وزارة الطاقة



ملتقى الإعلام البترولي الثالث  
The 3<sup>rd</sup> GCC Petroleum Media Forum

**PETROLEUM MEDIA AWARDS DINNER**  
*Celebrating Excellence  
in Energy Journalism & Communications*

APRIL 19<sup>TH</sup> | ROSEWOOD HOTEL BALLROOM | ABU DHABI

KNOWLEDGE PARTNER



Consultancy  
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## The GCC National Oil Company Corporate Knowledge Index 2016

### THE GCC NATIONAL OIL COMPANY CORPORATE KNOWLEDGE INDEX (CKI) – EXECUTIVE SUMMARY

The GCC NOC Corporate Knowledge Index is a standalone methodology that provides a quantifiable answer to a pertinent question – how much knowledge does an NOC create and make available to its external Stakeholders?

The creation of the Index is triggered by a belief that a robust knowledge exchange between industry and the public is a critical pillar of transparency, the foundation for developing a knowledge economy.

For the purpose of scoring and ranking companies on the Index, we defined *knowledge* as publicly-available content a company creates that engages its stakeholders; and *engagement* was defined as the ability to attract, retain and educate an external target audience.

This matrix allows the **CKI** to measure the amount of knowledge a company creates and shares with its external stakeholders.

The CKI analyzed the GCC's six National Oil Companies and identified the Top-Ranked GCC NOC for Corporate Knowledge over the duration of 2016.

### METHODOLOGY: HOW DOES THE CORPORATE KNOWLEDGE INDEX WORK?

#### Key Parameters of the Corporate Knowledge Index:

- ✓ The CKI defines Knowledge as content that is engaging – the content attracts, educates and retains a defined audience.
- ✓ The CKI defines an Audience as spectators on a given channel for publication consumption that are relevant to a company's activities.
- ✓ The CKI defines Channels as platforms where content engagement can be monitored and measured, such as company websites, social media (Twitter, LinkedIn) and news.
- ✓ The CKI uses Digital Analytic Tools to monitor channel engagements, which paints a broader picture of how engaging the knowledge content on those channels is.
- ✓ The CKI utilizes an Offline Score to measure other channels not found on digital platforms such as forums, press releases, reports, magazine features and interviews.



**CKI Ranking:** Knowledge Created & Shared Publicly



## **WINNER** **NO. 1 RANKING** GCC National Oil Company Corporate Knowledge Index 2016



شركة تنمية نفط عُمان  
Petroleum Development Oman





## The 3rd GCC Petroleum Media Forum INDIVIDUAL AWARDS

### Award Categories:

- ✓ GCC-Based Energy Media Relations/Corporate Communications Executive
- ✓ GCC-Based Energy Journalist Reporting in Arabic
- ✓ GCC-Based Energy Journalist Reporting in English

### SELECTION PROCESS: STEPS

1. Gulf based energy journalists were invited to submit nominees for the Best GCC based corporate communications & Media Relations Executive working with a regional Ministry of Energy, a regional National Oil Company or a regionally based International Oil Company; and vice versa - GCC based Corporate Communications & Media Relations Executives were invited to submit nominees for the Best Gulf-based Energy Journalists reporting in English and Arabic.
2. A dozen journalists were then asked to score all of the Corporate Communications nominees according to four designated criteria; and vice versa, a dozen Corporate Communications executives were asked to score the nominees for Best journalist according to 4 criteria.
3. The 5 highest scoring nominees were put on a shortlist in each of the three Award categories - 1,000 associated stakeholders of the 3rd GCC Petroleum Media Forum were invited to vote on these nominees, with 818 votes participating.
4. The highest scoring nominee after a 4-day voting window was declared the winner of each category (a nominee has to attend the ceremony to be declared the winner of their category.)
5. The Awards will be presented at Forum Dinner on April 19th at Rosewood Hotel, Abu Dhabi (7pm-10pm)



## WINNER

### Best GCC-Based Energy Media Relations Corporate Communications Executive



**Abdul-Amir Al Ajmi**

**External Affairs and Value Creation Director, Petroleum Development Oman**



**WINNER**

**GCC-Based Energy Journalist  
Reporting in Arabic**



**Naser El Tibi**

Senior Producer & Presenter, Business News, Al Arabiya News Channel

**WINNER**

**GCC-Based Energy Journalist  
Reporting in English**



**Amena Bakr**

Senior Energy Correspondent, Energy Intelligence Group





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