

# Energy & Utilities



## BRINGING CLARITY TO THE COMPLEX ENERGY LANDSCAPE

Secure. Sustainable. Affordable.

Society increasingly demands energy that meets these three criteria. Unfortunately, these attributes often compete with one another. Managing stakeholder expectations for security, sustainability and affordability, as well as numerous other issues affecting energy and utility organizations, is crucial in today's landscape.

FleishmanHillard's global energy and utilities team provides companies with the ability to conduct targeted and authentic communications needed to operate successfully in a hyper-vigilant world. Using the agency's proprietary tools, we access rich information to guide stakeholder engagement.

Our energy counselors are engaged in the issues, trends and people that affect the industry, providing

clarity about an often-misunderstood sector. While needs vary greatly across the globe, we develop insights to enhance relationships and reputations, working seamlessly across geographies and communications disciplines to deliver results.

*Built on the experience of working with the world's leading energy and utilities organizations, FleishmanHillard's energy sector includes more than 100 counselors.*

- *Our team is active in the world's key energy markets, most notably Dallas, Houston and Washington, D.C., in the U.S.; Brussels, London and Moscow in EMEA; and Singapore, Beijing and Hong Kong in APAC.*
- *Our team members bring experience in public affairs, crisis and issues management, government and policy, digital media, and journalism.*
- *Working as a connected team, our counselors have extensive experience implementing programs on local, regional and global levels.*

## HOW WE WORK

*Across the globe, our experts work closely together to address the communications needs of a diverse group of energy companies. In addition to providing support in the areas of brand marketing, digital and social media, research, media relations, public affairs, and strategic integration, our team brings deep expertise in:*

### *Reputation Management Programs*

The scale and scope of energy projects can draw immediate and intense scrutiny that reduces the pace and increases the cost of doing business. Our team understands the global and the often overlooked local issues that create obstacles, helping clients build reputations that create trust, partnerships and progress.

### *Issues Management and Crisis Response*

Managing issues or crises can be disruptive, relentless and expensive. Using insights gained through work on multiple continents – and supported by various proprietary products – our counselors can help manage today's most divisive issues and interpret the underlying factors that are preventing clear communication to stakeholders.

### *Infrastructure Approval*

Whether a company is building a pipeline, storage facility, refinery or power plant, public dialogue and approval are required. We reach out to relevant stakeholders, officials and media to enable businesses to meet regulatory requirements – and manage equally important stakeholder expectations and relationships.

### *Energy Production*

New technology has unlocked new energy supplies. But those supplies also have brought concerns about the impact on air, water, land and wildlife. We work with organizations to listen and respond to concerns about the environment and develop partnerships that enable access to resources by companies that also are working to protect the environment.

## OUR VERTICALS

*Oil and gas exploration  
and production*

*Energy transportation*

*Oilfield services*

*Power generation  
and marketing*

*Alternative energy*

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Utilities



### CONTACT

For more information about FleishmanHillard's energy and utilities expertise, please visit [fleishmanhillard.com/energy-utilities](http://fleishmanhillard.com/energy-utilities).



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