



Oil, Gas & Media CONFERENCE

Baku, Azerbaijan 17-19 September 2012



Last update: 3 August, 2012

Programme

The working languages of the conference are English, Azeri and Russian. Simultaneous interpretation will be provided.

Monday, 17 September 2012

14:00 **Tour of the Caspian Energy Centre**

NOTE: Pre-registration necessary!

Please contact IPI to register.

17:30 **Welcome Reception**

19:00 **Film Viewing: "Crude"**

Directed by award-winning director Joe Berlinger, the documentary centers around a group of Ecuadoreans' fight to recover damages from Chevron-Texaco for pollution of their Amazon homeland. "A fascinating and important story. Crude does an extraordinary job of merging journalism and art." - Christiane Amanpour, CNN Chief International Correspondent

Tuesday, 18 September 2012

09:00 Registration

10:30 **Opening Plenary/Welcome Address**

- **Ilham Aliyev**, president of Azerbaijan
- **Rovnag Abdullayev**, president, State Oil Company of Azerbaijan (SOCAR)
- **Umud Mirzayev**, chairman, IPI Azerbaijan National Committee; chairman, International Eurasia Press Fund (IEPF), Azerbaijan
- **Alison Bethel McKenzie**, executive director, International Press Institute (IPI)



12:00 Lunch

13:00 - **Session I:**

14:15 **"Oil and Press Freedom – Rig Over Troubled Waters?"**

Press freedom is a sensitive subject in many countries and those with vast oil wells can often be the most sensitive. But without access to information concerning the energy business, not only are media not equipped to sniff out the story, but the community is left in the dark.

Panellists:

- **Curtis Brainard**, editor, The Observatory, Columbia Journalism Review, Columbia University, USA
- **David Leigh**, investigations executive editor, *The Guardian*, UK
- **Jürgen Roth**, investigative journalist, Germany

- **Curtis Williams**, Caribbean Correspondent, *Oil and Gas Journal* (USA), Trinidad and Tobago



14:30 - **Session II:**

15:30 **"Risk and Reward"**

Who is underwriting today's increasingly complicated and costly ventures?

Panellist:

- **Anas Alhajji**, chief economist, NGP Energy Capital Management, LLC, Texas, USA



15:30- Coffee break

16:00

16:00 - **Session III:**

17:15 **"Chasing the Story: What the Government Should Tell You"**

What information are reporters entitled to when dealing with state-owned oil interests? How do media outlets ensure the people's right to know about oil and energy in their hometowns?

Panellists:

- **Vugar Bayramov**, chairman, Center for Economic and Social Development (CESD), Azerbaijan
- **Tom Bergin**, European corporate strategy correspondent, Reuters, UK
- **Grigory Pasko**, director, Foundation for Investigative Journalism – Foundation 19/29, Russia
- **Godber Tumushabe**, executive director, Advocates Coalition for Development and Environment, Uganda



17:30 - **Session IV:**

18:30 **"Exploration, Extraction and Safety"**

With dwindling reserves of "conventional" oil, mining companies are depending more and more on new, tough-to-reach sources, from shale formations, to deepwater reservoirs, to tar sands. The 2010 Deepwater Horizon disaster in the Gulf of Mexico made it painfully clear that safety and spill-containment technology is not keeping pace with the exploration and extraction technology. In the wake of the Gulf Spill, a number of government regulators and oil companies have been trying to close the gap. What can journalists do to hold these people accountable and expose flaws in the system before it's too late?

19:30 **Opening Dinner**

Wednesday, 19 September 2012

09:00 Registration

10:30 **Session V:**

"BP's Media Strategy: A Model that Works?"

After the oil spill that threatened to undermine British Petroleum, the company has set its sights on working more closely with the media and bridging the very big divide between reporters and the oil companies they report on. Has it worked? Who benefits? Is it a model that can be duplicated?

Panellists:

- **Ilham Shaban**, editor-in-chief, Turan Energy Bulletin, Azerbaijan
- **Aida Sultanova**, editor-in-chief, Azerpress, Azerbaijan



12:00 Lunch

13:00 - **Session VI:**

14:15 **"My Nation is Oil Rich, So Why Am I So Poor?"**

How investigative reporting can lead to big answers and accountability

Panellists:

- **Alex Abutu Augustine**, head, environment desk, *Daily Trust* newspaper, Nigeria
- **Tom Burgis**, reporter, *Financial Times*, UK
- **Shahmar Movsumov**, executive director, State Oil Fund of Azerbaijan
- **Johnny West**, founder, OpenOil, Germany



14:15 - Coffee Break

14:45

14:45 - **Session VII:**

16:00 **"Baku: Black Gold Capital"**

The first reliable information about oil extraction on the Absheron Peninsula, where Baku is located, dates to the 7th and 8th centuries. By the 10th century, both white and black oil were being extracted naturally from Baku. By 1891, Russia was the largest producer of oil and 95 percent of that was extracted from Azerbaijan. By the end of the 19th century, Baku's fame as the "Black Gold Capital" spread throughout of the world. What has that meant for the nation 20 years after Russian independence? What lessons can be learned? And how can the media tell those stories?

Panellist:

- **Natiq Aliyev**, minister of industry and energy, Azerbaijan
- **Eldar Shahbazov**, nanotechnologist, Azerbaijan



16:00 - Coffee Break

16:30

16:30- **Session VIII:**

17:30 **"The Use of Social Media by Oil Companies in the Public Opinion Fight"**

17:30 Closing Ceremony

Thursday, 20 September 2012

All Day **Oil Workers Professional Holiday**

Event Celebration of the "Day of Azerbaijani Oil Workers"

The [State Oil Company of Azerbaijan Republic \(SOCAR\)](#) invites all Conference participants to attend this event, as well as a variety of other free cultural events throughout Baku in celebration of the oil workers professional day.

Read more [here...](#)

