



## **REPORT ON MEDIA PUBLICATION OF POST CONFERENCE PUBLICITY OF SUB SAHARAN AFRICA OIL & GAS SUMMIT**

### **EXECUTIVE SUMMARY**

In realisation of inherent opportunities in the sub - region, the maiden edition of the Sub-Sahara Africa Upstream Oil & Gas Summit & Exhibition held in Accra, Ghana from 1st - 3rd April 2015 with theme “Unlocking Potentials in sub-Sahara Africa Upstream Oil & Gas”. The summit was organized by Zenith Professional Training (ZPT), a firm with several years’ of building oil and gas capacity through industry specialized training.

As a partner on the project, Caritas supported the summit to achieve visibility, attracting the desired publicity through awareness campaign.

This report captures media reportage of the post conference publicity of Sub Saharan Africa Oil & Gas Summit

### **Media Reportage**

Print	4
Online	7
Photo	4
<b>Total</b>	<b>15</b>

### **MEDIA REPORTS BREAKDOWN**

<b>Date</b>	<b>Publications</b>	<b>Location</b>
	<b>National Press</b>	
08/04/2015	BusinessDay (West African Energy)	Front Page
08/04/2015	BusinessDay (West African Energy)	Page 3

15/04/2015	BusinessDay	Page 4
16/04/2015	Nigerian Tribune	Page 11
	<b>Photos Stories</b>	
8/04/2015	BusinessDay (West African Energy)	Front Page
10/04/2015	The Guardian	Page 8
13/04/2015	ThisDay	Page 32
	<b>Online News Sites</b>	
08/04/2015	Business day online	Online
08/04/2015	Reporting Oil & Gas	Online
13/04/2015	Modern Ghana	Online
16/04/2015	Nigerian Tribune	Online
16/04/2015	Reporting Oil & Gas	Online
16/04/2015	CajnewsAfrica	Online

<http://businessdayonline.com/2015/04/analysts-seek-shared-experiences-for-sub-saharan-africa-upstream/#.VSUO8OIFDmQ>

[www.reportingoilandgas.org](http://www.reportingoilandgas.org)

<http://www.modernghana.com/news/610865/1/experts-proffer-solutions-to-sub-saharan-upstream-.html>

<http://tribuneonlineng.com/content/stakeholders-call-synergy-crude-oil-price>

<http://businessdayonline.com/subscription/>

<http://cajnewsafrika.com/2015/04/14/experts-call-for-collaborations-in-oil-gas-industry>

<http://www.reportingoilandgas.org/experts-proffer-solutions-to-sub-saharan-upstream-oil-gas-issues>

## CONCLUSION

Caritas ensured that through effective engagement and management of the media, reports of the event were positively projected.