



ARROWVILLE CONSULTING
PRESENTS

**A WORKSHOP FOR
SENIOR STAFF WORKING IN PUBLIC AFFAIRS, PUBLIC
RELATIONS AND CORPORATE AFFAIRS DEPARTMENTS OF
BANKS AND INSURANCE COMPANIES IN NIGERIA**

**A 2-DAY WORKSHOP
SHERATON HOTEL & TOWERS, LAGOS**

28 - 29 OCTOBER, 2024

ABOUT ARROWVILLE CONSULTING

Arrowville Energy Limited was incorporated to provide high quality technical procurement and environmental and training consultancy services to major companies in the oil and gas sector. ARROWVILLE CONSULTING is a division of ARROWVILLE ENERGY LIMITED. It was created to offer short programmes in management to all other sectors of the economy. The workshop for Senior Staff working in Public Affairs, Public Relations and Corporate Affairs Departments of Banks and Insurance Companies in Nigeria is being run by the division, Arrowville Consulting.

OBJECTIVE

The purposes of this two-day workshop are to clarify issues facing the insurance companies and banks in Nigeria and to develop practical approaches to managing them in support of the commercial and corporate objectives of the companies and banks.

The workshop's objectives will be to allow participants to share experiences of the issues they face, to clarify the issues and their likely development towards resolution, and to develop practical approaches to shaping the results of their resolution to support the objectives of the organisations that participants represent.

The workshop will draw directly on the experience of those who attend and refer to the experience of similar organisations in other national settings, while using a variety of techniques to explore options for action.

Workshop programme

Morning Day 1:

Introductions – of the workshop purposes and objectives, and of participants and their organisations

Review: With participants, of what is involved in issues management – what are issues and what is the trajectory they follow towards resolution? How can organisations anticipate and prepare for issues and their development? How and when should they intervene to shape the development of issues through their life-cycle?

Techniques for anticipating issues (including the use of artificial intelligence)

Workshop session 1: Drawing on participants' experience, what are the issues facing insurance companies and banks in Nigeria? This session will produce a list of issues, in order of priority, as the basis for the next session

Afternoon Day 1:

Workshop session 2: Working with the list developed in the first session, the issues will be examined using scenario planning, to project forwards the possible routes towards resolution that the issues might take. Use will be made of group discussion and artificial intelligence to develop best, worst and most likely scenarios. These will be used in the next session of the programme.

Morning Day 2:

A short review of the outcomes of Day 1

Workshop session 3: Using the scenarios developed at the end of Day 1, the practical phase of the workshop will examine:

- The opportunities and risks attached to the scenarios developed
- Practical steps that can be taken to improve on the most likely scenarios, get closer to the best case scenarios and results, and avoid the possibilities of experiencing the consequences of the worst case scenarios

Afternoon Day 2:

Workshop session 4: What organisational arrangements will need to be made to act on the practical steps decided in Workshop Session 3?

Review: Useful lessons from the experience of organisations elsewhere, in other national settings, drawing briefly on relevant case studies.

Workshop conclusions and recommendations for further work.

Workshop leader:

Jon White is a consultant in management and organisation development, public affairs, public relations and corporate communications management. He has special expertise in the analysis of strategic decision-making, and the management of stakeholder relationships involved in the development and realisation of corporate strategy.

He is a visiting professor at Henley Business School, as well as the School of Journalism, Media and Culture at Cardiff University. He has worked in public and private sector organisations in the United Kingdom, the United States, South Africa, Australia, and Canada. Clients have included National Express, Shell, Motorola, Serco, AEA Technology and Serono International, as well as governments in the UK, Canada, Norway, Slovenia and Macedonia. He has experience of developing training programmes delivered in Nigeria and to Nigerian groups visiting London. He was a faculty member at Cranfield University School of Management, where he was responsible for the School's teaching and research activities in public affairs, public relations and corporate communications.

He has written articles and books on public affairs, public relations and corporate communications practice, including *How to Understand and Manage Public Relations* (Business Books), *Excellence in Public Relations and Communications Management* (Lawrence Erlbaum and Associates), as part of a research team with James Grunig from the University of Maryland and others, and *Strategic Communications Management: Making Public Relations Work*, with Laura Mazur (Addison-Wesley). He has also written a number of management case studies for teaching purposes available from The Case Centre (www.thecasecentre.org). One of these, on Dunhill Holdings, won an

award from the European Case Clearing House as the European marketing case of the year, and another on the South African company, Barlow, appeared in *Public Relations Cases: International Perspectives* (edited by Danny Moss, Routledge).

He holds a doctorate from the London School of Economics and Political Science, where he has taught corporate communications. He has made presentations to university and professional groups in the United States, Canada, Australia, China, Malaysia, Hong Kong, Macau, Singapore, France, Belgium, Denmark, Norway, Sweden, Austria, Germany, Slovenia, Macedonia, Spain, Nigeria, Zimbabwe and South Africa, as well as the United Kingdom and Ireland. A chartered public relations practitioner with the Chartered Institute of Public Relations in the UK, he oversees the Institute's Chartership Programme as Chief Assessor.

**A WORKSHOP FOR
SENIOR STAFF WORKING IN PUBLIC AFFAIRS
DEPARTMENTS OF BANKS AND INSURANCE COMPANIES
IN NIGERIA**

**A 2-DAY WORKSHOP
28 - 29 OCTOBER, 2024**

SHERATON HOTEL & TOWERS, IKEJA, LAGOS

FEES: £3,000 (Three Thousand POUNDS)

The fees include tuition, course material, tea and coffee and lunch

METHODS OF PAYMENT

BANK TRANSFER:

**Account Name: ARROWVILLE ENERGY LIMITED
Account No: 0013865031
Bank Name: GUARANTY TRUST BANK PLC**

CHEQUES:

Cheques should be made payable to **ARROWVILLE ENERGY LIMITED** and paid into the account of **ARROWVILLE ENERGY LIMITED** (Details above).

TERMS AND CONDITIONS OF BOOKING AND PAYMENT OF FEES

PAYMENT AND BOOKING SHOULD BE RECEIVED **ON OR BEFORE 04 OCTOBER, 2024.** FULL PAYMENT MUST BE RECEIVED FOR PARTICIPATION TO BE GUARANTEED. SHOULD A PARTICIPANT BE UNABLE TO

PARTICIPATE A SUBSTITUTE PARTICIPANT IS WELCOME. CANCELLATIONS MUST BE RECEIVED AT LEAST TWO WEEKS BEFORE THE COMMENCEMENT OF THE PROGRAMME.