

Exxon Mobil
Enhanced P&GA Communications and Advocacy Skills Training
February 16 - 20, 2025

Monday, February 16

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| 7:00 – 8:30 | Breakfast |
| 08:30- 8:45 | Course Introductions/Overview |
| 08:45- 9:00 | EM Senior P&GA Rep |
| 09:00-10:15 | Advocacy Communication Strategies – Part 1 Dealing with a changing landscape |
| 10:15 – 10:30 | Break |
| 10:30- 12:00 | Advocacy Communication Strategies - Part 2 Connecting with audiences, driving success |
| 12:00 – 13:00 | Lunch |
| 13:00 -14:00 | Stakeholder & Media Communications Coping with Conflict: Tools and Tactics |
| 14:00 -14:15 | Break |
| 14:15 – 16:00 | Practice: Putting LCS Messages To The Test Messaging in a simulated COP 30 meeting |
| 16:00 – 16:15 | Wrap Day, Set-up Next Day |
| | Free night |

Tuesday, February 17

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| 7:00 – 8:00 | Breakfast |
| 8:00 – 8:30 | Reflections and Learnings <i>Review key takeaways and learnings</i> |
| 8:30 -9:15 | <i>Discussion: Inside Advocacy At ExxonMobil</i> |
| 9:15- 9:45 | Making LCS Messages Your Own – Part 1 |
| 9:45 -10:00 | Break |
| 10:00 – 10:25 | Making LCS Messages Your Own – Part 2 |
| 10:25 – 10:55 | Contributions: Making Them Matter |
| 10:55 – 11:55 | ExxonMobil Executive - LCS Discussion |
| 11:55 -12:00 | Group Photo |
| 12:00 – 13:00 | Lunch |
| 13:00 -13:45 | Tips For Your Trips Cultural Nuances For Advocacy |
| 13:45- 14:45 | LCS 101: Foundations of LCS <i>What the Lingo mean?</i> <i>Understanding LCS concepts for P&GA</i> |
| 14:45- 15:30 | Introduction to Atlantea Brief on the opportunity Rules of the Simulation |
| 15:30 – 15:45 | STORM Introduction |
| 15:45 – 16:00 | Wrap Day, Set-up Next Day |
| | Free Evening |

Wednesday, February 18

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| 7:00 – 8:00 | Breakfast |
| 08:00-08:30 | Case Update Q&A Session |
| 08:30-09:30 | Team Preparation Convince government to enter into direct negotiations without an open bid round |
| 09:30-10:45 | Role Play Selling the deal Meet with officials to propose directly-bid Applying principles of persuasion |
| 10:45 -11:00 | Decision on the Deal |
| 11:00-11:15 | Break |
| 11:15 -12:00 | Case Update Challenges in Atlantea |
| 12:00 – 13:00 | Lunch |
| 13:00-14:15 | Team Preparation & Coaching Plan for Stakeholder and Media Engagement |
| 14:15 – 14:30 | Logistics for Team Rotations |
| 14:30 -17:30 | Role Play Stakeholder Engagement Meet with key stakeholders Advocating for desired outcomes |
| 17:30 – 17:45 | Wrap Day, Set-up Next Day |
| 17:45 | EM Dinner |

Thursday, February 19

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| 7:00 – 8:00 | Breakfast |
| 08:00-08:30 | Case Update <i>Public Pushback</i> |
| 08:30-09:15 | Team Preparation Adapt stakeholder engagement plans |
| 09:20- 12:00 | Role Play Second Chances Re-engage with selected stakeholders <u>Modify approach to gain desired outcome</u> |
| 12:00 -13:00 | Lunch |
| 13:00 -13:15 | Case Update <i>As the World Turns</i> |
| 13:15-14:00 | Team Preparation Prepare for evolving stakeholder positions |
| 14:00 -16:15 | Role Play Finding Solutions Address Concerns of key stakeholders <u>Responding to Critical Issues</u> |
| 16:15 - 16:45 | Case Update <i>What Might have Been</i> |
| 16:45 -17:25 | Role Play <i>What Might have Been</i> <u>Attaining goals through communication</u> |
| 17:25 – 17:30 | Wrap Day, Set-up Next Day |
| 17:30 -19:00 | Happy Hour (optional) |

Friday, February 20

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| 7:00 – 8:00 | Breakfast |
| 08:00 - 09:30 | Lookback and Learnings Messaging that Matters |
| 9:30 – 10:00 | Course Evaluations Wrap up & Departure |