INTRODUCTION/PURPOSE OF BRIEF

This brief provides an overview of IPIECA’s corporate materials that are currently available. During the Communications Task Force meeting, these will be reviewed to determine if they are fit for purpose or whether any changes are required. This will build on discussion on IPIECA’s corporate narrative and the updated corporate message house.

ANNUAL REVIEW

PURPOSE

The Annual Review provides highlights of IPIECA’s accomplishments and activities throughout the year. The document is predominantly structured to provide an overview of our: strategy; membership; activities; publications; governance; financial summary; and officers.

AUDIENCE

IPIECA members and key stakeholders e.g. IGOs, NGOs/think tanks, academia/research, industry, investors/finance, consultancies.

UPDATES

Updated annually. Issued at IPIECA AGM.

DESIGN

The Annual Review is designed externally. It is approximately 24 pages.

MILESTONES

The timeline to produce the 2017 Annual Review is as follows:

<table>
<thead>
<tr>
<th>PRODUCTION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Oct-30 Nov 2017</td>
<td>Initial planning, scoping and drafting</td>
</tr>
<tr>
<td>1 Dec</td>
<td>First draft content sent for review</td>
</tr>
<tr>
<td>8-19 Jan 2018</td>
<td>Edits to first draft</td>
</tr>
<tr>
<td>19 Jan</td>
<td>All visual content sourced</td>
</tr>
<tr>
<td>22 Jan – 12 Feb</td>
<td>Review and sub-edits (incl. editor)</td>
</tr>
<tr>
<td>12 Feb</td>
<td>Final draft content sent to designer</td>
</tr>
<tr>
<td>12-19 Feb</td>
<td>Coordinate further edits to page spreads</td>
</tr>
<tr>
<td>19-27 Feb</td>
<td>Review and final edits</td>
</tr>
<tr>
<td>27 Feb</td>
<td>Sign-off</td>
</tr>
<tr>
<td>5 March</td>
<td>Send to print and delivery to IPIECA office</td>
</tr>
</tbody>
</table>

Deadline - IPIECA week, W/C 19 March 2018
IN PROFILE

PURPOSE
The In Profile document offers a brief introduction to IPIECA and highlights our scope of work.

AUDIENCE
Used for engagement with new members of IPIECA and key stakeholders for an overview of IPIECA.

UPDATES
Last updated in 2014. The In Profile has a longer shelf life than the Annual Review and will only need to be updated on a regular basis to reflect changing membership.

DESIGN
The In Profile is developed in house. It is a folded leaflet (approx. 2-3 pages). In the past the document has been translated into a number of languages.

GENERAL PRESENTATION

PURPOSE
The General presentation is used by secretariat and members when presenting on behalf of IPIECA. It provides an introduction and overview of: what IPIECA does; how we work; our members; benefits of membership; current strategic plan; current scope of activity; and working group year deliverables.

AUDIENCE
IPIECA members and used for external engagements.

UPDATES
Last updated September 2017. Introductory slides will only need to be updated on a regular basis to reflect changing membership. Working group deliverables slides will be updated annually.

DESIGN
The General presentation is developed in house. Slides can be selected depending on the audience and purpose of the presentation.
BENEFITS OF MEMBERSHIP

PURPOSE
The *Benefits of Membership* brochure provides new or prospective members with an overview of how to join IPIECA and the benefits in doing so. The document is structured to provide an overview of IPIECA’s membership categories, representation, how to join and benefits, alongside a brief introduction of IPIECA and its scope of activities.

AUDIENCE
New and prospective members of IPIECA.

UPDATES
New publication, developed in 2017. The Benefits of Membership brochure will only need to be updated on a regular basis to reflect changing membership.

DESIGN
The *Benefits of Membership* is developed in house. It is a three-fold document.

IMPROVING ENVIRONMENTAL AND SOCIAL PERFORMANCE: GOOD PRACTICE GUIDANCE FOR THE OIL AND GAS INDUSTRY

PURPOSE
The document lists IPIECA’s good practice guidance publications for an overview of our work.

AUDIENCE
IPIECA members and key stakeholders.

UPDATES
Updated regularly.

DESIGN
Developed in house.