

Message

From: Sykes, Starlee R [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]]
Sent: 04/03/2020 03:54:34
To: Fielder, JP [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]]
Subject: RE: US Communications week ahead for 3/2/20

JP

Thinking this through, I think her work is worth a spot award. We have heard overwhelming positive remarks from participants. Below is a summary of a few comments:

John Coyle (guest speaker):

I have seen many similar events across industries and around the world. Hands down this was the most impressive and best organized I have ever seen.

Eve Mitchell (Compliance Director):

Just wanted to say what an awesome display and walk round this am. Very engaging, lots of great stuff to see and hear about – exciting times. Nice to see people out of “heads in laptops” and having conversations. We need to do more of this! My favorites – the cool technology/VR, OBO discussion, Canada, Argos, NK, TH....Miranda and her team hosted an awesome conversation. The guy from Castrol on level 3 (who I met) was very impressed. I have also encouraged my E&C colleagues on 6th floor at Helios to wander down and join in the fun. Huge congrats and thanks to the whole team who has worked so hard in pulling all this together.

Dietrick Johnson (Helios building manager)

I have been a part of several events at Helios Plaza in recent years and I must say that this has been one of the best I have seen. From the technology, graphics, displays; this event was engaging, informative, and entertaining. I will like to add how detail and professional you all have been throughout this process, it was a pleasure working with you. Thanks for bringing this event to Helios Plaza and creating the buzz on campus.

We will be doing Energize awards for the volunteers, but I would like to recommend Elyse for a spot bonus of \$2500.

Thanks and please let me know if you agree.
Star

From: Sykes, Starlee R
Sent: Monday, March 2, 2020 9:16 PM
To: Fielder, JP [REDACTED]@bp.com>
Cc: Doshi, Rupen S [REDACTED]@bp.com>
Subject: RE: US Communications week ahead for 3/2/20

I couldn't agree more. She really rocked it!

From: Fielder, JP [REDACTED]@bp.com>
Sent: Monday, March 2, 2020 11:47 AM
To: Sykes, Starlee R [REDACTED]@bp.com>
Cc: Doshi, Rupen S [REDACTED]@bp.com>
Subject: FW: US Communications week ahead for 3/2/20

Starlee,

A quick shoutout to Elyse, beyond the recognition already provided on Energize, for her work on Best in Basin. She continues to set the standard for strategic thinking, pro-active planning, and diligence to see projects through. I'm grateful to hear last week went well and look forward to our continued coordination. Elyse is an extraordinary leader with a bright future at BP.

JP

J.P. Fielder

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From: Fielder, JP [REDACTED]@bp.com>

Sent: Monday, March 2, 2020 10:55 AM

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Subject: US Communications week ahead for 3/2/20

Hello all,

Prepare for another busy week ahead of Bernard's town halls in Houston (3/10-11), SXSW (3/13-14) and managing communications around the coronavirus. Regarding coronavirus, please see the Group update regarding messaging: avoid messaging from any external sources.

As I believe everyone is aware, **CERAWEEK is canceled**. No word on other events; please proceed with planning as there's an enormous amount of work to be done.

Final point: 2020 MyPlans are due next Friday, 3/13. More info below and in Tara's attached email.

Welcome to March – it's truly blowing "in like a lion".

JP

- *Also, daylight saving time this Saturday night/Sunday morning (a concept that completely disregards families with infants/toddlers!)*

GROUP AREAS of FOCUS:

- Coronavirus updates on OneBP, including a ~20-minute podcast (internal) where Dr. Richard Heron talks to Seb Chrispin about the virus: what it is, how to avoid it, BP's response and where to get further information.
 - Please use OneBP for all BP's coronavirus updates – this will ensure all corporate messages and updates are harmonized and delivered simultaneously.
 - OneBP is updated in realtime by Group
- Purpose/ambition rollout: Scope 3 educational materials coming out today on BP PLC social channels
 - David Bickerton's email (attached) outlines purpose/ambition assets, such as talking to stakeholders and prepping spokespeople
- International Women's Day on Sunday, 3/8 – Group will release a blog that follows Thursday's webcast

US COMMUNICATIONS – KEY ITEMS AHEAD:

- SXSW communications – Maria Amezaga
 - Cross-team planning meeting on Tues., 3/2
 - Final comms plan and assignment of tasks (onsite and remote)
 - Top priority week of 3/2 promote attendance to BL's panel and "People's Choice" idea votes
 - NextGen Leaders recruitment efforts started. The Leaders will be briefed and trained 3/9 – Erin Hupp
 - In progress:
 - Digital Press kit
 - Digital Sr. Leaders Info Kit
 - Young Leader Briefing pack
 - Creative for social amplification – BL's panel and idea contest
- CERA communications – Sahara Taybron
 - **Event cancelled** – waiting to hear from UK regarding impact on BL's schedule. Read CERA's statement here.

PENDING EVENTS – Please see details in this Percolate link.

INTERNAL

- 3/10-11 – Bernard Looney town hall in Houston (Westlake & Helios) – **Paul Gannon & Christina Giannelli** leading

EXTERNAL

- Week of 3/2 onwards – continue amplification of Susan Dio's carbon pricing op-eds
 - Retweet/reshare and respond to positive reactions/comments on social channels
 - Last week, Susan's columns appeared in two statehouse newspapers: *The Richmond Times* (VA) and *The Harrisburg Patriot News* (PA). Similarly, [this E&E News story](#) looks at BP's recent support for TCI and RGGI, the carbon pricing initiatives focused on the transportation and power sectors, respectively.
- 3/3 – BP Amoco Marketers Association – **Mike Abendhoff** staffing media tour

Redacted - First Amendment

- 3/4 – Susan Dio at Greater Houston Partnership President's Roundtable
 - **Bill Rivers** submitted copy to Keith on 2/24.
- 3/11 – National Gallery (DC) – Degas exhibit opening (BP sponsoring)
- 3/13 – 3/15 – SXSW, including Bernard panel on Saturday, 3/14
 - Brett and Tara Harrison leading BP engagement, including our NetZero house.
 - 3/14 – Erin Hupp leading BP's 'NextGen Leaders Day'
 - Maria Amezaga coordinating US Communications strategy

WHEREABOUTS:

- Mike Abendhoff – FL 3/2-4 (BP Amoco Marketers Assoc conf)
- Megan Baldino – Houston 3/9-3/19
- Jason Ryan – Houston 3/8-11 and vacation 3/13-19
- RB McKeon – out 3/12-13
- Maria Amezaga – OOTO 3/6 and in Austin/SXSW 3/13-15
- Erin Hupp – Austin/SXSW 3/13-3/15
- Sahara Taybron – NYC 3/12 (TBC) and Houston/Austin 3/13-16

ACKNOWLEDGEMENTS:

- **Best in Basin:** A round of applause for **Elyse Guevarra Harris**, who invested months of creative and strategic thinking to deliver an incredibly successful two-day event (picture attached). We're also grateful for the support of the C&EA team, including **Ellen King, Marisa Walker** and **Amanda Ainsworth**, who helped with the planning and execution of this event.
- **Fuels, NA conf:** More than 200 SLLs from Fuels, NA gathered in Wisconsin for their annual conference, focusing on leading through change. The conference emphasized performing while transforming and wellbeing. Thanks to **Carolyn Ballard, Angi Crenshaw, Laura Tigges, RB McKeon, Paulette Cousino, Austin Staton** and **Matt Cobb** for their help with pre- and post-event materials and planning. Thanks to **Kathleen Sebastian** for running point on the conference and **Jamie Graves** for supporting Doug Sparkman with his remarks.
- **BP exec events in Chicagoland:** And a second hat tip to the Chicago team, which turned around from the leaders meeting and hosted Gordon Birrell and Emma Delaney in Naperville – with thanks to **Nicole Niwa** for supporting. Then, the pair headed to Whiting and Chicago with comms

support from **Laura Tigges, Kathleen Sebastian** and **Christina Giannelli**. **Josh Hicks** captured the highlights in ITK.

PROFESSIONAL DEVELOPMENT:

2020 MyPlan– please review Tara’s email (attached)

- In Bernard’s recent note, he outlined the ACB changes and some considerations in your My Plan priorities for the year. As you draft 2020 priorities, please ensure they reflect the C&EA common objectives:
 - Lead/support communications activities on **Reimagining energy** (purpose, ambition and strategy), **Reinventing BP** (new organization) and **Performing as we transform** (safety, operational excellence and continuous improvement) through the internal campaign plan and relevant advocacy initiatives.
 - **Apply Smart Brevity** across communications and use Percolate as the planning tool for communications, change and advocacy activities.
 - Maintain **crisis communications capability** and preparedness.
- The deadline for My Plan submissions (for C&EA) is two work weeks away: Friday March, 13. As Bernard suggested – **keep your priorities short and adaptable**.

Recommended reading:

- Korn Ferry highlights our new purpose and ambition and asks, “*Can Big Oil Go Carbon Neutral? Energy giant BP wants to hit this highly ambitious goal by 2050. Now it needs a plan.*” A few notable takeaways:
 - Strategy could slip if the organization isn’t set up to actually achieve the goal.
 - Finding the high-skill talent needed is not easy for most firms, so it’ll require a combination of hiring many new employees and reskilling existing ones
 - Organizations then need to remodel their systems so they start tracking the right metrics. Importantly, employees need to be rewarded by reaching and exceeding the targets that track the overarching goal
 - Senior leadership needs to be transparent about progress to company stakeholders. Rao says that type of communication also lets the organization’s employees know that this goal may be a long ways off but it isn’t a passing fad.
 - **NOTABLE CONCLUSION:** People will be watching BP closely over the next 30 years, experts say, and there’s no way to know now whether it will be able to accomplish a goal that presently looks unrealistic to many.

PAID ADVERTISING FOR THE WEEK BEGINNING – March 2

NOTE: No more Possibilities Everywhere content in the U.S.

- OOH Update – ALL Possibilities Everywhere OOH is now down from airports
- Paid Social – SXSW
 - Facebook
 - Twitter
 - LinkedIn
- Paid Social – Susan Dio Op-Ed amplification (TBD pending approval)
- Search – Always on approach
 - Google

○ Bing

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