



## Energy Outlook Roadshow by Spencer Dale

United States, February 15-19, 2016

### Overview

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### Public Events

Spencer participated in **three open-press public events** during his trip to the U.S. In New York, the Columbia University's School of International and Public Affairs (SIPA) hosted the official U.S. launch of the *BP Energy Outlook – 2016 Edition*. In Washington, D.C., the Center for Strategic and International Studies (CSIS) hosted a presentation with more than 100 participants, and the University of Chicago's Energy Policy Institute at Chicago (EPIC) hosted Spencer along with the provost, the director of EPIC and key faculty, including a Nobel laureate. **The director of EPIC requested that we make this an annual event.**

In conjunction with each of these public events, the team worked with the event host to organize small group meetings with leadership within their organizations and thought leaders from a variety of industries and organizations.

In Washington, D.C., the team arranged an intimate dinner with energy and economic experts in conjunction with the Meridian International Center, which is known for its ability to attract a prominent crowd to its events. Attendees at the dinner included the **assistant secretary** for land and minerals management from one of our most important regulators, the **Department of Interior**; leading experts from think tanks and ENGOS including the Environmental Law Institute (ELI), the Atlantic Council, CSIS, the Center for Energy and Climate Solutions (C2ES); and two members of the **White House senior staff**.

### Government / Political Engagement

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## Media

In New York and Washington D.C., Spencer provided **four on-the-record interviews** to publications including the *Wall Street Journal*, the *Financial Times*, *USA Today*, and *Quartz*. His presentations at the Columbia School of International and Public Affairs (SIPA) and the Center for Strategic and International Studies (CSIS) were also open to press and live-streamed via their websites. *The Washington Post* economic columnist **Robert Samuelson** participated in a Chatham House Rule dinner hosted by the Meridian Center. The selected journalists are key thought leaders in energy and economics from leading publications in the U.S.

## Institutional Investors

During Spencer's visit to New York, BP's Investor Relations team worked with broker, HSBC to organize a small group luncheon with a select group of investors to participate in an off-the-record discussion with Spencer. Following the luncheon, HSBC hosted BP's rollout of the *Energy Outlook – 2016 Edition* presentation to a larger cross-section of the NYC-based investment community.

## Internal Engagements

The U.S. trip marked Spencer's first visit to the Chicago offices at 30 S. Wacker, so the Chicago team took advantage of the opportunity to leverage the Energy Outlook both internally and externally. Once he arrived, Spencer met with leadership from Global Oil Americas and Fuels North America for dinner and with the business' broader leadership teams over a light breakfast the next morning. Internal communications then hosted an **employee town hall** with over 100 participants in the room. This event was also broadcast to employees at the Naperville Campus. An article about the town hall was posted on [the U.S. intranet](#), providing another opportunity to promote the Energy Outlook with employees.

## Visit Summary



Event Number	Type of Event	Approximate Audience Number
1	<b>Redacted - First Amendment</b>	10
2		35
3		35
4		1
5	Interview with Ed Crooks, US Industry and Energy Editor, Financial Times	1
6	Interview with Nathan Bomey, Business Reporter, USA Today	1
7	Interview with Steve LeVine, Washington Correspondent for Quartz	1
8	Investor Relations (IR) investor's luncheon with hosted by HSBC	15
9	Investor Relations (IR) presentation hosted by Broker HSBC	35
10	Columbia Energy Dialogue - Chatham House rules breakfast with senior experts from: finance, consulting, hedge funds, and law.	15
11	BP Energy Outlook – 2016 Edition (U.S. Launch hosted by Columbia's School of International and Public Affairs)	115
12	Center for Strategic and International Studies (CSIS) meet and greet	5
13	CSIS Presentation: BP Energy Outlook 2035 – 2016 Edition	100
14	Lunch with University of Chicago faculty	10
15	Presentation to the Energy Policy Institute at Chicago (EPIC)	40
16	Meridian International Center Dinner	14
17	<b>Redacted - First Amendment</b>	5
18	Dinner with Mark Schwartz, President and Managing Director of Scenario Planning, PIRA	1
19	Meeting with Olivier Blanchard, Senior Fellow, The Peterson Institute	1
20	Meeting with Dav Stockton, Peterson Institute	1
21	Chicago Town Hall - standing room only, broadcast to Naperville	150
22	Coffee with Local Chicago Leadership	20
23	Dinner with Carey Mendes, Clive Christison and Lawrence Eagles	3
<b>Approx. TOTAL</b>		<b>614</b>