



Center for Offshore Safety

Center for Offshore Safety | Supporting Industry-Wide Communications with Integrated Strategies and Tactics

CHALLENGE

The [Center for Offshore Safety](#) (COS) is an industry-sponsored organization, created after the Macondo Incident, focused exclusively on offshore safety in the deep water Gulf of Mexico.

A presidential report on the offshore industry following the Macondo incident in the Gulf of Mexico found that although many companies had safety programs in place, information and observations were not being shared across the industry in a broad, coordinated way. This need to share information, identify issues and trends, and communicate recommendations back to the industry led to the creation of The Center for Offshore Safety.

OBJECTIVE

To help the newly created COS fulfill its mission, Pierpont was engaged to develop and implement a full suite of strategies and tactics, including key message development, thought leadership, event planning, media relations and executive media training, social media strategy, and a crisis management plan.

SOLUTION

A cornerstone event for the COS is the Annual Forum, which brings offshore industry operators, drilling contractors, service/supply companies, academia, and regulators together to facilitate collaboration and drive continual improvement.

Similarly, the COS's first appearance at the Offshore Technology Conference highlighted the offshore industry's dedication to developing a new level of safety culture and the Center for Offshore Safety's commitment to seeing it through.

RESULTS

Pierpont worked closely with executive leadership to develop and promote the first Annual Forum which drew 391 attendees and the support of the Bureau of Safety and Environmental Enforcement (BSEE) and U.S. Coast Guard and significant industry media coverage.

Pierpont developed the content and messaging strategy for the COS's appearance and secured

significant print and broadcast media coverage.