



Marine Well Containment Company

Marine Well Containment Company | Training and Preparing for Deepwater Crisis Response

CHALLENGE

Marine Well Containment Company (MWCC) is an independent company that provides well containment equipment and technology in the deepwater U.S. Gulf of Mexico. In order to support the company's mission to be continuously ready to respond to a deepwater well control incident, MWCC partnered with Pierpont to train and prepare its leaders and experts.

OBJECTIVE

Through a series of individual and group communications training workshops, Pierpont helped MWCC department leads and engineering experts fine-tune their communications skills to better share their critical messages in media interviews and internal presentations.

APPROACH

Additionally, Pierpont supported the external affairs department with crisis response during regular drills, accompanied the team to shore base equipment tours, and participated in vessel response emergency simulations. Pierpont also worked alongside MWCC external affairs to continue key community partnerships with schools neighboring MWCC operations along the Gulf Coast region. From maintaining a current crisis management plan to positive community relations, Pierpont has supported MWCC in its complete integrated communications strategy.

RESULTS

From maintaining a current crisis management plan to positive community relations, Pierpont has supported MWCC in its complete integrated communications strategy.