

WE | TALKS

INSPIRED BY | WORLD ENERGY COUNCIL



WE | TALKS

The logo features the text 'WE TALKS' in white, bold, sans-serif font. The vertical bar between 'WE' and 'TALKS' is replaced by a bar chart with five vertical bars of varying heights. The background is a solid orange color.

OUR PURPOSE

We are the authoritative voice of the global energy agenda, engaging our global and regional communities by curating high-quality conversations that inform, inspire and help shape the Council's strategic thinking and action



OUR ASSETS

An established suite of events and dialogues, including the flagship World Energy Congress, World Energy Week and World Energy Leaders' Summits



OUR STRENGTHS

A diverse, informed and influential network, truly international, a neutral and credible voice underpinned by a strong heritage brand



OUR SKILLS

We convene people, curate conversations and connections, and originate content and new collaborative action

What is WE Talks?

Beyond the headlines and market statistics, human stories of energy transition are happening around the world every day. Join us for a series of rich conversations that explore what's really happening with energy transition and what it means for societies, communities and individuals. Learn what sparks the drive and passion of some of the most influential leadership voices in the energy world and beyond. Be a part of our inclusive energy conversations.

ENGAGING RESPONSIBLE LEADERS

A platform for engaging responsible leadership voices in dialogue on global energy transition

EXECUTIVE CHAIR, WE TALKS

Oversight from Eithne Treanor, media & communications specialist and WE Talks anchor and Executive Chair



HUMANISING ENERGY TRANSITION

Supports the Council's Vision 2025 to humanise the energy transition agenda, directing attention to the social impacts of accelerating technological innovation and climate mitigation policies

MORE HUMAN TALK THAN HARD TALK

A collection of narratives and stories that illustrate energy for humanity, captured within a brand identity that is fresh, bold, distinctive and powerful

Why is WE Talks important?



How can the Council community be part of WE Talks?



Promote WE Talks within your national and regional networks to give it as much visibility as possible and enhance our share of voice



Amplify WE Talks on social media using the tools shared with your member committee: graphics, quotes and other shareables.



Connect us to exciting leadership voices from the energy sector and beyond to be featured on WE Talks

WE Talks product family and development



INTERVIEWS

- One-on-one conversations
- Leaders drawn from across the energy sector and beyond, a whole systems angle
- Pre-recorded, immediate release
- 10-15-20 minute duration
- Every two weeks



PANELS

- Curated group of energy leaders, facilitated dialogue
- Themed, content is agile, flexible and reactive to market developments
- Live broadcast, also available on demand
- Up to 45 minute duration
- Monthly



PODCASTS

- Repurposes existing digital content
- Potential for more sophisticated narrative-led series with regular hosts and 'CEO view'
- Available on demand
- 10 minute duration
- Weekly



WHERE NEXT?

- Potential for member specific privileges
- New revenue stream through sponsorship (within and beyond energy)
- Pulls the master brand forward and develops a more human tone of voice

Who features on WE Talks?*



Dr Angela Wilkinson
World Energy Council



Kersti Kaljulaid
President of Estonia



Juan Manuel Santos
Former President of
Colombia



Mohammed Barkindo
OPEC



Malala Yousafzai
Malala Fund



Christian Bruch
Siemens Energy



Angelica Ruiz
BP



Dr Kandeh Yumkella
Economist & Politician

Presenters



Eithne Treanor
Anchor, WE Talks



Helima Croft
RBC Capital Markets



Sergey Brilev
Global Energy Association

*Confirmed and prospective guests

WE | TALKS

INCLUSIVE ENERGY CONVERSATIONS



