

Pipelines exposed — how industry shapes its story online, engaging with real people

Social media has revolutionized the way people communicate with one another. Social networks have become powerful tools for communities of like-minds to organize themselves around issues and across vast distances — activists opposing pipeline projects have built large online communities in Facebook and elsewhere. As a result, the digital discussion surrounding energy pipelines can be noisy and heated. Can we in the pipeline industry engage through the noise, connecting with real people in social media to tell our stories? Join us for this thought-provoking and interactive panel discussion featuring storytellers who work in the digital trenches and share your ideas on how industry can better connect with people online.

Moderator – John O’Shaughnessy, Senior advisor, digital communication, Enbridge

Panelists

Nicole Forrest – Manager, digital communications, TransCanada Pipeline

Nicole Forrest has almost 20 years of communications experience and a varied career that has taken her from a marketing coordinator role at Nutrimetics to manager of digital communications at TransCanada. In between she has been managing editor for Airlines, WestJet’s inflight magazine; communications officer at Rockyview School Division; communications manager at Zeidler Partnership Architects; and a freelance writer for the Calgary Herald, Avenue Magazine and other publications in Canada. She was an international communications consultant for five years before joining TransCanada in 2014 as a senior communications specialist then later as lead for the Energy East pipeline project. Nicole has a BA in English from the University of Calgary, a certificate in digital communications and media/multimedia from Mount Royal University and an honours diploma in theatre arts from Grant McEwan College.

Steve Rennick – Manager, campaigns, Canadian Association of Petroleum Producers (CAPP)

A professional communicator for more than 25 years, Steve Rennick brings with him a wealth of experience across multiple sectors. For the first 14 years of his career, he worked as a journalist, producer and on-air personality in radio stations across the Prairies. In 2007, Steve was able to realize a life-long dream to work in politics. He then spent most of the next decade working for elected officials, including two Premiers and an Opposition Leader, in Saskatchewan and Alberta. Currently, Steve is employed by the Canadian Association of Petroleum Producers as the Manager of Citizen Engagement responsible for the Canada’s Energy Citizens grassroots advocacy program.

Tara Anderson – Director, external mobilization, American Petroleum Institute (API)

Tara Smith Anderson brings 20 years of public affairs, as well as state and federal government relations experience to her role as director of external mobilization at the American Petroleum Institute (API). Ms. Anderson currently directs the development and execution of API’s integrated mobilization campaigns on mission critical issues at the federal, state and local levels. In addition, Ms. Anderson directs the trade association’s outreach and collaboration with women.

Shawn M. Lyon – Vice president, operations, Marathon Pipe Line LLC

Mr. Lyon is vice president, operations of Marathon Pipe Line LLC. He is the chairman of the pipeline industry’s implementation of the Pipeline Safety Management System (API RP 1173), a position he has held since 2015. He serves as president of the owner’s representative board for Locap pipeline and is on the Michigan Pipeline Safety Advisory Board.