

## CAMPAIGN BEYOND BORDERS

*Global employee integration is the aim of Total's Total Attitude project, with enthusiasm, listening, cross-functionality and mutual support the four attitudes required for success.*

by Yves-Marie Dalibard

This is how chief executive officer Christophe de Margerie closed the Total senior management seminar in April 2007: "The energy environment is becoming increasingly complex. We have, of course, weathered other storms before. We have grown through adversity and transformed our company into a solid, widely recognised industry player. Today, however, we are moving forward on a fluctuating, sometimes uncertain, economic and political stage. Our day-to-day actions and behaviour play a decisive role in helping us to make the right choices, forge solid alliances and invest wisely. In short, they enable us to make the best moves for the future. I am convinced that boldness, listening, mutual support and cross-functionality have been, and will always be, the building blocks of our continuing success.



"We need to make them our cornerstone behaviours." With these words, de Margerie also marked the beginning of an ongoing adventure – the Total Attitude corporate project.

### THIRTY YEARS OF EXPERIENCE AND AN OVER-RIDING CONVICTION

When he was appointed chief executive officer in February 2007, Christophe de Margerie had already spent some 30 years at Total. During this time, he became convinced that the key to Total's past and future success was rooted in four cornerstone behaviours: boldness, listening, mutual support and cross-functionality. He strongly felt that these four behaviours enabled Total to win new contracts, stand out from the competition and overcome crises. And he felt just as strongly that the company's future success

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### INFORMATION MEETINGS

Zurich September 6 | October 4 |  
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Brussels July 1-2 | Los Angeles July 17-29 |  
Berlin September 23-24 |  
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# QUADRIGA UNIVERSITY OF APPLIED SCIENCES



## Internal Communication

Steering Dialogue through  
Change, Crisis and the  
Everyday Workflow

30 Sept –  
01 Oct 2010  
Berlin

Today's working environment is marked by constant change and insecurity, a situation which can have harsh effects on employees' productivity and motivation and has been dramatically aggravated by the financial crisis. However, motivated, productive and creative workforces are the best weapon companies have to get through the crisis. It is therefore more important than ever to realise the full potential of internal communication. The Quadrige conference on Internal Communication will help you define strategic goals, formulate key messages and identify the best channels to convey them.

**The conference will present case studies, presentations and workshops on:**

- **Creating value on a tight budget**
- **Merger and Post-Merger Communication**
- **Social Media Tools and the modern Intranet**
- **Knowledge Management**
- **Internal Communication During a Crisis**
- **Intercultural Communication**

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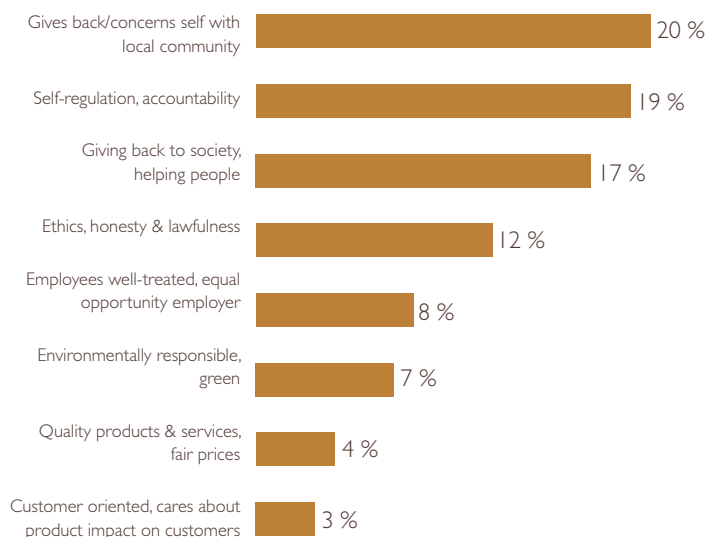
## FACTS & FIGURES

With no signs of a let-up in the BP oil spill, corporate social responsibility is once again in the news. Penn Schoen Berland, a market research, political polling and strategic communications firm, recently released the results of their February survey into CSR, particularly in how CSR is perceived by a company's employees and public. Fewer than half (45 per cent) of the general public said they knew what CSR meant, and of those, 20 per cent defined it as giving back to the local community, and 19 per cent

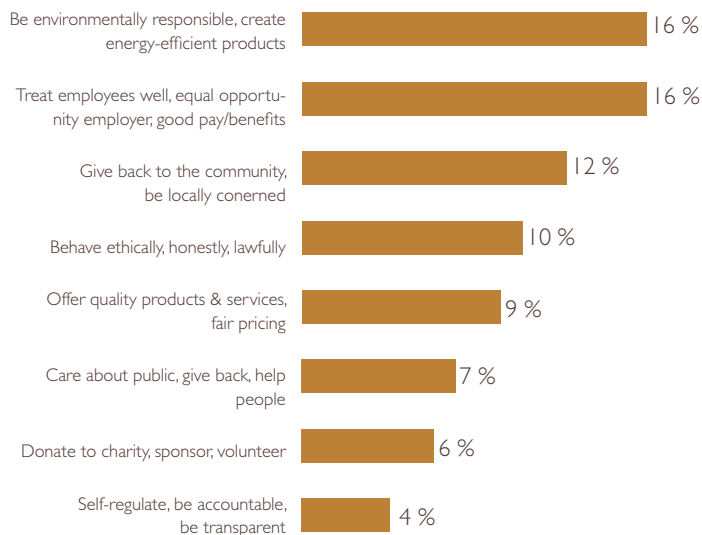
with self regulation and accountability (below left). It seems that companies aren't succeeding in publicising their CSR activities – just 11 per cent of respondents said that they'd received communications about CSR from any company in the past year. At 16 per cent, environmental and employment practices tie as the top ways for firms to be perceived as socially responsible. *Taken from Penn Schoen Berland Corporate Social Responsibility Branding Survey 2010*

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### Definition of CSR



### What Companies Should Do to Be Socially Responsible



### Imprint

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## PERSONNEL



**Benoit Gausseron**  
(Director of Communications)  
Institution: Dexia Group  
Start: May 01



### France: Increased profile for Gausseron at Dexia

BENOIT GAUSSERON, previously head of media relations and information at the retail and commercial bank Dexia Group, is now director of communications and brand, replacing Marc Meyer. Gausseron began his career as spokesperson for the Union for French Democracy from 1995 to 1996, then director of communications for the City of Vincennes until 1998 and then at EDF as head of communications for the regional delegation of Alsace.



**Ulrich Winkler**  
(Head of Communications)  
Institution: BP



### Germany: Ulrich Winkler leaves BP for RAG-Stiftung

ULRICH WINKLER, head of press and external communications at the German division of oil company BP, has left the company. He will be the first head of communications of RAG-Stiftung, the foundation that manages the spin-off and closures of coal mining divisions of RAG Group and the non-coal mining activities of Evonik Group. Britta Kopfer, currently head of internal communications at BP, will take on responsibility for press and external relations.



**Bettina Gneisz-Al-Ani**  
(SVP, corporate communications & public affairs)  
Institution: OMV



### Austria: Change at head of OMV corporate comms & public affairs

OMV, the Austrian oil-producing, refining and gas station operating company, has announced that BETTINA GNEISZ-AL-ANI, senior vice president responsible for national and international corporate communications and public affairs, will leave the company at the end of June. She then wishes to devote herself to new professional challenges. Andreas Rinofner will take over management of corporate communications and public affairs until further notice.

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## EVENTS



### 16.06.2010 – 18.06.2010 2nd European Summit on Measurement

This summit, jointly presented by the International Association for Measurement and Evaluation of Communication (AMEC) and the Institute for Public Relations, is an opportunity to explore all the latest developments in measurement from a European and global perspective. Speakers from Telefónica, Royal Philips Electronics, Nissan and the International Committee of the Red Cross are among those confirmed.

▶ AMEC/IPR, The Melia Hotel, Barcelona

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### 22.06.2010 Reputation in Financial Services

This is the annual conference for corporate communications professionals involved in the financial services sector, and will look at the tremendous changes in the financial services sector over the past year.

▶ Communicate, Pestana Chelsea Bridge Hotel, London

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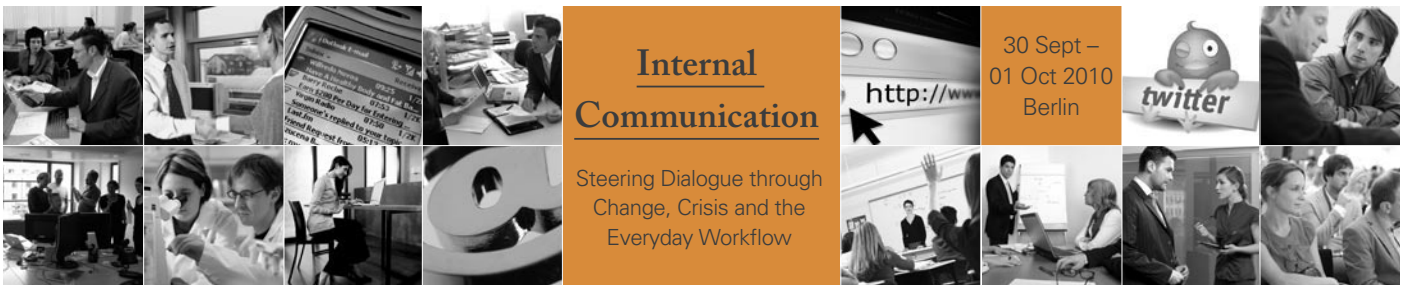


### 22.06.2010 PR And Digital Media Conference

With digital media very much an integral component of all modern PR campaigns, this conference is an opportunity to hear from those who are maximising the potential of new digital media.

▶ PR Week, No.2 Royal Mint House, London

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**Registration Fax: + 49 (0) 30/44 72 93 00**

I would like to attend the Internal Communication conference on 30 Sept – 01 Oct 2010 in Berlin.

I am not a member of the European Association of Communication Directors and do not wish to apply for membership this time.

Conference Fee: 1160 Euro\*

I am a full member of the European Association of Communication Directors OR I am an inhouse communication professional and would like to become a full member of the European Association of Communication Directors (annual membership fee: 140 Euro\*\*) and hereby officially apply for membership.

Conference Fee: 840 Euro\*

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\* Included in the participant's fee is access to all parts of the programme, as well as meals and coffee breaks. Prices do not include VAT.

\*\*excl. VAT; please see conditions of membership on [www.eacd-online.eu](http://www.eacd-online.eu)