

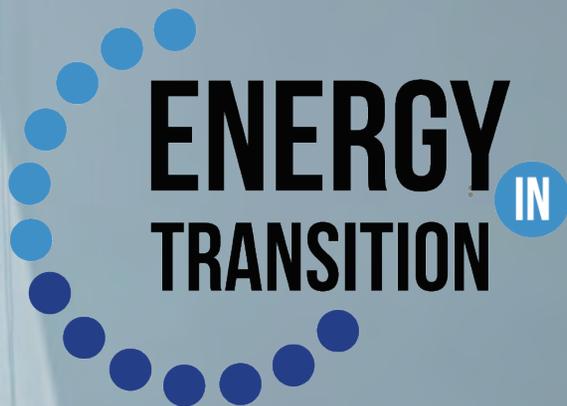
CAPITAL MARKETS

GLOBAL ENERGY DEMAND

EMERGING TECHNOLOGIES

ESG

ENERGY POLICY



Energy in Transition

Podcast with Leslie Beyer, CEO, Energy Workforce & Technology Council

MEDIA KIT

Energy in Transition Podcast

The Energy in Transition podcast is the first of its kind exploration of the critical role of oil and gas in energy transition.

This transition is not a move away from hydrocarbons. It's a collaborative effort towards achieving a lower carbon future.

Hosted by Energy Workforce & Technology Council CEO Leslie Beyer, the podcast is home to the people and companies who are actively reducing emissions, making energy production safer and cleaner, and leading the way to abundant, affordable, low carbon energy.



“How can we have an energy transition without the energy industry? It doesn't make any sense if you exclude the oil and gas industry from the conversation around energy transition. We are going to be part of the solution. We're not going anywhere.”



— Gabriel Rio, Milestone Environmental Services

“Energy transition implies we’re going to get away from one thing and go to a new thing. In reality, we’re just going to keep adding to the mix.”

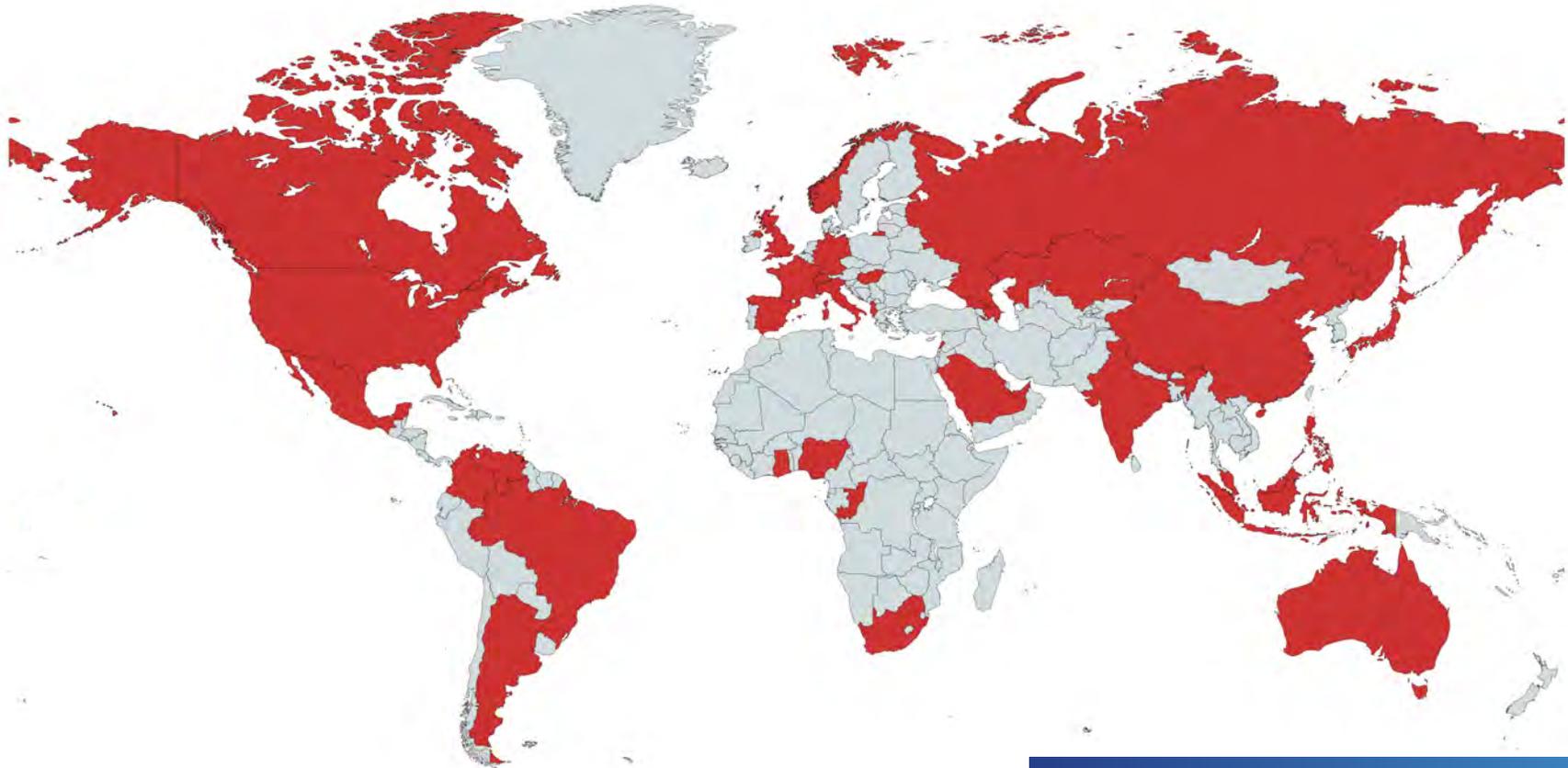
— Allyson Book, Baker Hughes



Who Listens to the Podcast?

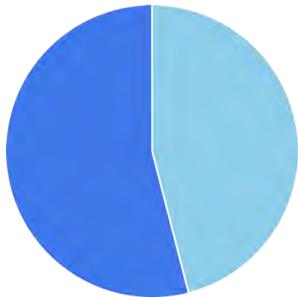
The Energy in Transition podcast is distributed to more than 600 Council Member Companies, 10,000-plus social media followers, and a proprietary list of 7,000 energy industry executives from oil-field services and equipment, E&Ps, majors and renewables.

Listened to in 37 countries

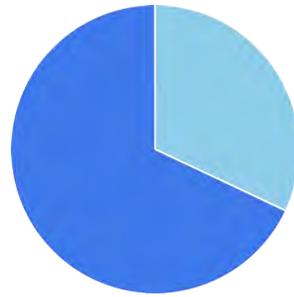


About Our Listeners

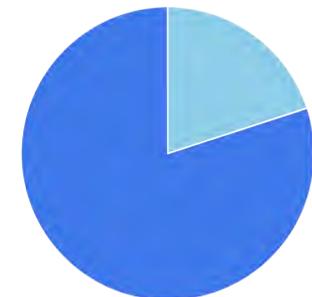
The average income of Council member company personnel is over \$100,000 per year. One in three Americans age 12 and older consume podcasts regularly. Podcasts reach more than 100 million Americans per month.*



54% of podcast consumers say they are more likely to consider the brands they hear about on podcasts.*



32% of people listen to podcasts monthly while 22% listen at least weekly.*



80% of podcast listeners stay tuned in for most or all the episodes they start.**

* Edison Research
** Podcast Insights

“Our mission is to advance cleaner affordable energy. A big part of what we’re doing is creating this crossroads where the key constituents — including the entrepreneur, members of the investment community, members of academia — can come together with the industrial capabilities of Halliburton and advance that mission.”



— Scott Gale, Halliburton Labs



Become a Sponsor

Tailor your reach based on episode topics and target your message to the thousands of Energy in Transition listeners. Sponsorship is available on a yearly, quarterly or monthly basis.

Annual: \$50,000

Quarterly: \$13,500

Monthly: \$5,000

Episode: \$2,500

Each sponsorship level includes company logo on podcast show promotions and website, mentions in all social media promo posts, and the company mentioned as a sponsor during intro and outro of the podcast.



“Our equipment is 100% electric. That was driven around reliability. ESG is an interesting thing, and the way we think about it is doing what makes sense and what’s right is probably going to tie pretty well to ESG.”



— Kyle Ramachandran, Solaris Oilfield Infrastructure



Amplify Your Message

The best way to maximize the visibility of your sponsorship is to share within your network (friends, colleagues, company, key partners). The more visitors who listen to each podcast, the more visible the streaming networks make the episode and the more viral the episode becomes.

The Energy Workforce & Technology Council's Communications team is willing to work with your PR/Communications team to coordinate efforts and ensure the largest impact.

Listen and subscribe to the Energy in Transition podcast at EnergyinTransition.com, or wherever you get your podcasts.

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