COURSE OVERVIEW TM0558
Oil Markets, Price Forecasting & Commercial Strategies

Course Title
Oil Markets, Price Forecasting & Commercial Strategies

Course Date/Venue
February 01-05, 2026/Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE

Course Reference
TM0558

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

This practical and highly-interactive course includes real-life case studies where participants will be engaged in a series of interactive small groups and class workshops.

This course is designed to provide participants with a detailed and up-to-date overview of Oil Markets, Price Forecasting & Commercial Strategies. It covers the structure of the global oil value chain and the roles of NOCs, IOCs, traders, refiners and marketers; the supply-side dynamics and demand-side dynamics of oil markets including the crude oil types and quality differentials; the role of storage, logistics and infrastructure, oil market cycles and historical price trends as well as oil price formation and market mechanisms; and the global oil price benchmarks, differentials, premiums and discounts and futures, swaps and forward markets.

Further, the course will also discuss the hedge funds and institutional investors, speculations versus hedging, impact of financial flows on prices and market volatility considerations; the pricing clauses in oil sales contracts, apply oil price forecasting and supply-demand balance modeling; the macroeconomic drivers of oil prices, geopolitical and risk scenario analysis and technical and quantitative price analysis; the market intelligence and forecast reports; and the oil sales and marketing strategy framework and pricing strategies for oil sales.

During this interactive course, participants will learn the contract structuring and commercial terms; the customer relationship and market development, risk management and hedging strategies; the negotiation strategies in oil trading, integrating market outlook and forecasting scenarios and commercial decision-making under uncertainty; and the sales and marketing performance metrics, strategic market positioning and digital tools and data analytics in oil marketing.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on oil markets, price forecasting and commercial strategies
- Discuss the structure of the global oil value chain and the roles of NOCs, IOCs, traders, refiners and marketers
- Analyze supply-side dynamics and demand-side dynamics of oil markets including the crude oil types and quality differentials
- Identify the role of storage, logistics and infrastructure, oil market cycles and historical price trends as well as oil price formation and market mechanisms
- Recognize global oil price benchmarks, differentials, premiums and discounts and futures, swaps and forward markets
- Discuss hedge funds and institutional investors, speculations versus hedging, impact of financial flows on prices and market volatility considerations
- Review pricing clauses in oil sales contracts and apply oil price forecasting and supply-demand balance modeling
- Carryout macroeconomic drivers of oil prices, geopolitical and risk scenario analysis and technical and quantitative price analysis
- Use market intelligence and forecast reports and employ oil sales and marketing strategy framework and pricing strategies for oil sales
- Define contract structuring and commercial terms and apply customer relationship and market development, risk management and hedging strategies
- Employ negotiation strategies in oil trading, integrate market outlook and forecast scenarios and commercial decision-making under uncertainty
- Carryout sales and marketing performance metrics, strategic market positioning and digital tools and data analytics in oil marketing

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK®**). The **H-STK®** consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of oil markets, price forecasting and commercial strategies for assistant manager in sales and marketing, regulators, policymakers and senior energy advisors, strategy, planning and business development leaders, National Oil Company (NOC) and International Oil Company (IOC) senior management, refiners and downstream commercial heads, oil and gas commercial and marketing managers, crude oil traders and trading desk managers and risk management and hedging managers.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations:

- British Accreditation Council (BAC)

  Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- The International Accreditors for Continuing Education and Training (IACET - USA)

  Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

  Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

  Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Mr. Mario Gabrael, MBA, BSc, PMP, CAPM, CSM is a **Senior Management Consultant** with **25** years of extensive experience within the **Oil**, **Gas**, **Petrochemical**, **Refinery** & **Power** industries. His expertise widely covers in the areas of **Oil Price** Formation & Market Mechanisms, **Pricing Clauses** in Oil Sales Contracts, **Oil Price** Forecasting, **Supply-Demand Balance** Modeling, **Technical & Quantitative Price Analysis, Market Intelligence & Forecast Reports, Oil Sales & Marketing Strategy** Framework, **Pricing** Strategies for Oil Sales, **Negotiation** Strategies in Oil Trading, **Complexity in Decision-Making**, **Dealing with Ambiguity**, **Adaptive Leadership**, **Communication Mastery, Emotional Intelligence, Mindfulness and Resilience Training, Innovative Thinking, Capstone Project Presentations, Strategic Planning in VUCA, Petrochemical**, **Refinery** & **Power** industries, **Machine Learning** for Instrumentation and Control, **Artificial Intelligence** for IoT Sensors, **AI & Automation** in **Process Control Systems**, **AI** in **Healthcare Instrumentation**, Predictive Maintenance with **Artificial Intelligence** and **AI & Data Analytics**. Further, he is also well-versed in **Project & Construction** Management, **Project** Planning, Scheduling & Control, **Project** Management, Project Delivery & Governance Framework, **Project** Management Practices, **Project** Management Disciplines, **Project Risk** Management, **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Project Stakeholder** & Governance, **Project Management** Processes, **Project Integration** Management, **Project** Management Plan, **Project Work** Monitoring & Control, **Project Scope** Management, **Project Time** Management, **Project Cost** Management, **Project Quality** Management, **Quality** Assurance, **Project Human Resource** Management, **Project Communications** Management and **Contract** Management.

During Mr. Gabrael's career life, he has gained his practical experience through several significant positions and dedication as the **Senior Project Manager, Project Manager, Data Manager**, **Program Manager**, **Senior Instructor/Trainer** and **Agile Scrum Trainer** from various companies, colleges and institutes like the LAUNCHMETRICS, Higher Colleges of Technology, Bahrain Polytechnic, CCH Wolters Kluwer, Sydney's Bridge Business College, News Digital Media Ltd, Ge Finance and Sydney University

Mr. Gabrael has a **Master's** of **Business Administration** in **Human Resources & Finance** and a **Bachelor's Degree** in **Marketing & Economics** from the **University** of **Sydney**, **Australia**. Further, he is a **Certified Instructor/Trainer**, a Certified Scrum Master - AGILE (**CSM**) from the Scrum Alliance, a Certified Project Management Professional (**PMI-PMP**), a Certified Associate in Project Management (**PMI-CAPM**), a Member of the Artificial Intelligence for Human Resources (**AIHR**) and delivered numerous trainings, courses, workshops, seminars and conferences internationally.

Course Fee

US$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

30% Lectures
20% Practical Workshops & Work Presentations
30% Hands-on Practical Exercises & Case Studies
20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: ***Sunday, 01st of February 2026***

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	***PRE-TEST***
0830 – 0930	***Overview of the Global Oil Industry*** *Structure of the Global Oil Value Chain (Upstream, Midstream, Downstream) • Roles of NOCs, IOCs, Traders, Refiners, and Marketers • Physical versus Paper Oil Markets • Key Industry Stakeholders and Value Drivers*
0930 – 0945	*Break*
0945 – 1030	***Supply-Side Dynamics of Oil Markets*** *Global Crude Oil Production Landscape • OPEC, Non-OPEC, and Shale Oil Production • Production Costs, Decline Rates, and Spare Capacity • Impact of Geopolitics and Sanctions on Supply*
1030 – 1130	***Demand-Side Dynamics of Oil Markets*** *Global Oil Demand by Region and Sector • Transportation, Power Generation, Petrochemicals Demand • Emerging Market Growth versus OECD Demand Trends • Energy Transition Impacts on Oil Demand*
1130 – 1215	***Crude Oil Types & Quality Differentials*** *Light versus Heavy Crude, Sweet versus Sour Crude • Refinery Configurations and Crude Suitability • Quality Premiums and Discounts • Regional Crude Benchmarks Relevance*
1215 – 1230	*Break*
1230 – 1330	***Role of Storage, Logistics & Infrastructure*** *Strategic Petroleum Reserves and Commercial Storage • Pipelines, Shipping Routes, and Chokepoints • Inventory Cycles and Market Signals • Impact of Logistics Constraints on Prices*
1330 – 1420	***Oil Market Cycles & Historical Price Trends*** *Historical Oil Price Cycles and Key Events • Boom-Bust Dynamics and Market Corrections • Lessons from Past Oil Price Shocks • Implications for Commercial Planning*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day One*

Day 2:	Monday, 02nd of February 2026
0730 – 0830	***Oil Price Formation & Market Mechanisms*** *Physical Market Pricing Fundamentals • Spot, Forward, and Long-Term Contract Pricing • Role of Supply-Demand Balance • Price Discovery Mechanisms*
0830 – 0930	***Global Oil Price Benchmarks*** *Brent, WTI, and Dubai/Oman Benchmarks • Benchmark Relevance by Region • Pricing Reference Structures • Benchmark Arbitrage Opportunities*
0930 – 0945	*Break*
0945 – 1100	***Differentials, Premiums & Discounts*** *Quality, Location, and Timing Differentials • Freight, Sulfur, and API Gravity Adjustments • Refinery Margin Impact • Negotiation of Differentials in Contracts*
1100 – 1215	***Futures, Swaps & Forward Markets*** *Futures Contracts and Settlement Processes • Swaps and Over-the-Counter (OTC) Markets • Contango versus Backwardation • Commercial Interpretation of Forward Curves*
1215 – 1230	*Break*
1230 – 1330	***Role of Speculation & Financial Players*** *Hedge Funds and Institutional Investors • Speculation versus Hedging • Impact of Financial Flows on Prices • Market Volatility Considerations*
1330 – 1420	***Pricing Clauses in Oil Sales Contracts*** *Spot-Linked versus Formula Pricing • Price Averaging and Lag Structures • Escalation and Adjustment Clauses • Risk Allocation Between Buyer and Seller*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Two*

Day 3:	Tuesday, 03rd of February 2026
0730 – 0830	***Fundamentals of Oil Price Forecasting*** *Purpose and Limitations of Price Forecasting • Short-Term versus Long-Term Forecasts • Forecast Uncertainty and Confidence Intervals • Forecast Use in Commercial Decisions*
0830 – 0930	***Supply-Demand Balance Modeling*** *Building Simple Supply-Demand Models • Inventory and Stock-to-Use Ratios • Spare Capacity Analysis • Market Tightening and Loosening Indicators*
0930 – 0945	*Break*
0945 – 1100	***Macroeconomic Drivers of Oil Prices*** *GDP Growth and Industrial Activity • Inflation, Interest Rates, and Currencies • Impact of Monetary Policy • Correlation with Financial Markets*
1100 – 1215	***Geopolitical & Risk Scenario Analysis*** *Conflict, Sanctions, and Trade Disputes • Political Risk Mapping • Scenario-Based Price Forecasting • Stress Testing Commercial Strategies*
1215 – 1230	*Break*

1230 – 1330	***Technical & Quantitative Price Analysis*** *Trend Analysis and Moving Averages • Support and Resistance Levels • Volatility Indicators • Combining Technical and Fundamental Views*
1330 – 1420	***Using Market Intelligence & Forecast Reports*** *Interpreting Analyst Forecasts • Consensus versus House Views • Forecast Bias and Assumptions • Applying Forecasts to Sales Planning*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Three*

Day 4: ***Wednesday, 04th of February 2026***

0730 – 0830	***Oil Sales & Marketing Strategy Framework*** *Commercial Objectives and Value Maximization • Market Segmentation and Customer Profiling • Portfolio Optimization • Competitive Positioning*
0830 – 0930	***Pricing Strategies for Oil Sales*** *Spot versus Term Sales Strategies • Price Optimization under Uncertainty • Managing Price Volatility • Value-Based Pricing Approaches*
0930 – 0945	*Break*
0945 – 1100	***Contract Structuring & Commercial Terms*** *Long-Term versus Short-Term Contracts • Volume Flexibility and Optionality • Take-or-Pay and Delivery Clauses • Risk-Sharing Mechanisms*
1100 – 1215	***Customer Relationship & Market Development*** *Key Account Management Strategies • Refinery Customer Requirements • Market Entry and Expansion Strategies • Customer Retention and Loyalty*
1215 – 1230	*Break*
1230 – 1330	***Risk Management & Hedging Strategies*** *Price Risk Exposure Identification • Hedging Instruments for Sales Portfolios • Policy and Governance Considerations • Commercial versus Financial Hedging*
1330 – 1420	***Negotiation Strategies in Oil Trading*** *Preparation and Market Intelligence • Price Negotiation Tactics • Managing Counterparty Risk • Win-Win Commercial Outcomes*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Four*

Day 5: ***Thursday, 05th of February 2026***

0730 – 0830	***Integrated Market Outlook & Forecast Scenarios*** *Short-Term Market Outlook Development • Medium- and Long-Term Oil Market Scenarios • Energy Transition Considerations • Strategic Uncertainty Management*
0830 – 0930	***Commercial Decision-Making under Uncertainty*** *Scenario-Based Planning • Sensitivity Analysis for Prices and Volumes • Decision Trees for Sales Strategies • Managing Downside and Upside Risks*
0930 – 0945	*Break*
0945 – 1100	***Sales & Marketing Performance Metrics*** *Revenue, Margin, and Volume KPIs • Benchmarking Commercial Performance • Forecast Accuracy Measurement • Continuous Improvement Practices*

1100 – 1215	***Strategic Market Positioning*** *Regional Market Prioritization • Competitive Intelligence Analysis • Differentiation Strategies • Long-Term Customer Value Creation*
1215 – 1230	*Break*
1230 – 1315	***Digital Tools & Data Analytics in Oil Marketing*** *Market Dashboards and Analytics • Data-Driven Pricing Decisions • Automation in Market Intelligence • Role of AI and Predictive Analytics*
1315 - 1345	***Capstone Case Study & Strategy Workshop*** *Integrated Oil Market Scenario Analysis • Pricing and Sales Strategy Formulation • Group Discussion and Peer Review • Lessons Learned and Action Planning*
1345 – 1400	***Course Conclusion*** *Using this Course Overview, the Instructor(s) will Brief Participants about t Topics that were Covered During the Course*
1400 – 1415	***POST-TEST***
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-

Course Coordinator

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