Capability Statement
Communication

Pursuing Excellence in Engineering Communication

Good communication is important to establishing a culture of health and safety in any business, but in heavy engineering industries such as oil and gas production it is critical. In challenging offshore environments where attention to detail is paramount, the difference between good and bad communication can literally be a matter of life and death. The development of health and safety education and training is an ongoing process, and companies are increasingly looking for innovative new ways of communicating important information.

The technical nature of engineering subject matter can sometimes make messages difficult to get across. In order to overcome this barrier it is important to use media formats that allow subjects to be presented in a clear, concise and interesting way. People are naturally attuned to taking in information audio-visually, especially if it is presented in the format of a story. Intelligent use of media such as film and computer generated graphics can make it possible to engage people within a limited time frame and deliver messages effectively. It also makes it possible to de-mystify complex topics and can highlight the relevance of sometimes dry subject matters such as health and safety.

Communicating technical content successfully is a key part of the MMI approach to doing business. They have long understood that using visual media to show technical information is often the best way to present their work. As innovators in the field of technical communications, MMI have been quick to enter areas that are not traditionally engineering territory. Safety engineering is at the core of the business and it is in this area that a combination of technical and communication expertise has often been called upon. Example projects include:

- Incredible – The story of Rough 47/3B. Following an explosion and subsequent fire on an offshore platform, MMI were called in to help the incident investigation. This film summarises the root causes of the accident and presents an eye-witness account of the day's events. It also shows how the operating company managed the situation and successfully recovered from the incident.

- TOTAL E&P - Video executive summary. In order to show company executives why it was necessary to move a control room from one area of a platform to another, MMI produced a video that showed how explosion overpressures were affected by areas of high congestion. A series of computer generated animations depicting the physical structure of the module was linked to pieces of film showing experiments on an explosion test rig. Graphical representations of pressure data for explosions in different congestion scenarios were also shown.

- BHP Billington – Expert witness video. Following a loss of containment incident, MMI produced a videographical representation of the incident investigation to be used as part of the company's defence in case of prosecution.

Above: Damaged oil rig – a scene from 'Incredible – The story of Rough 47/3B'

Above: Computer generated graphic of an offshore gas explosion. Images like these are used in executive summaries and videos in order to effectively communicate important information

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