BLACKBIRD FOR TRAINING

Integrated Production Planning & Management Optimization for Upstream & Downstream Processes

7 – 11 December 2026
Paris (France)



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Introduction

In today's dynamic and rapidly changing business environment, it has become essential for organizations in the Middle East and North Africa to adopt integrated production planning strategies and optimize both upstream and downstream processes. The concept of Integrated Production Planning/Management Optimization for Upstream & Downstream Process aims to enhance operational efficiency, reduce costs, and maximize the utilization of available resources. This course is specifically designed for executives, team leaders, and specialists in sectors such as oil & gas, banking, telecommunications, government, project management, marketing and sales, and human resources. Participants will learn the latest trends and techniques to improve institutional performance and keep pace with global transformations. Through practical and analytical content, participants will gain actionable skills that can be immediately applied within their organizations.

Course Objectives

- Understand the fundamentals of integrated production planning and upstream & downstream operations.
- Learn strategies for performance improvement across different supply chains.
- Analyze operational data to make precise production decisions.
- Develop skills in planning and operational risk management.
- Utilize digital tools and intelligent analytics to support decisions.
- Design integrated plans linking various production processes.
- Apply sustainable practices, reduce waste, and improve quality.
- Prepare participants for advanced professional certifications in management and production.

Course Modules 1 Week

Day 1: Fundamentals and Modern Trends

- Introduction to the concept of integrated production planning.
- Overview of key challenges in upstream and downstream processes.
- Review of global trends and best practices.
- Analysis of case studies from successful organizations.
- Introduction to digital tools supporting planning.
- Practical workshop on identifying performance gaps.



Day 2: Strategic Planning and Data Analysis

- Building comprehensive strategies for production operations.
- Techniques for analyzing operational data to make precise decisions.
- Preparing short- and long-term production plans.
- Operational risk analysis and mitigation planning.
- Integrating predictive analytics into production planning.
- Practical exercises on preparing performance reports.

Day 3: Integration Between Upstream & Downstream

- Designing workflow maps for upstream and downstream processes.
- Managing scheduling and coordination across departments.
- Techniques for supply optimization and reducing logistics costs.
- Case studies on integration in the oil & gas sector.
- Using advanced software to support integration.
- Practical workshop on preparing integration plans.

Day 4: Digital Tools and Automation Technologies

- Overview of leading digital tools for production management.
- Introduction to AI applications and advanced analytics.
- Process automation and achieving operational excellence.
- Developing performance monitoring dashboards.
- Evaluating the effectiveness of used digital systems.
- Hands-on training on production planning software.

Day 5: Evaluation and Conclusion

- Comprehensive review of acquired concepts and skills.
- Participant performance evaluation and identifying areas for improvement.
- Preparing individual and organizational development plans.
- Final practical applications and presentation of mini-projects.
- Discussion on real-world implementation challenges.
- Certificate distribution and overview of advanced training opportunities.



Why Should You Attend This Course? Pros and Cons

- Enhance your leadership skills in integrated operations management.
- Gain in-depth knowledge of the latest global practices.
- Improve your ability to make data-driven strategic decisions.
- Expand your professional network within key industries.
- Increase operational efficiency and reduce internal waste.
- Prepare for internationally recognized professional certifications.
- Tackle digital transformation challenges with practical skills.
- Save time and resources by improving workflow.

Conclusion

The Integrated Production Planning/Management Optimization for Upstream & Downstream Process course represents a strategic opportunity for leaders and executives in the Middle East and North Africa to develop their skills and transform their organizational performance. By learning global best practices, exploring advanced analytical tools, and applying integrated planning strategies, participants will be better equipped to confidently face current challenges and achieve tangible results. This course goes beyond theoretical knowledge and focuses on practical application, enabling participants to develop immediate, implementable solutions in their organizations. In the fast-paced business world, the ability to enhance operational efficiency and adapt to continuous changes is essential. Thus, this course is a real investment in the future of both individuals and organizations. Point.

