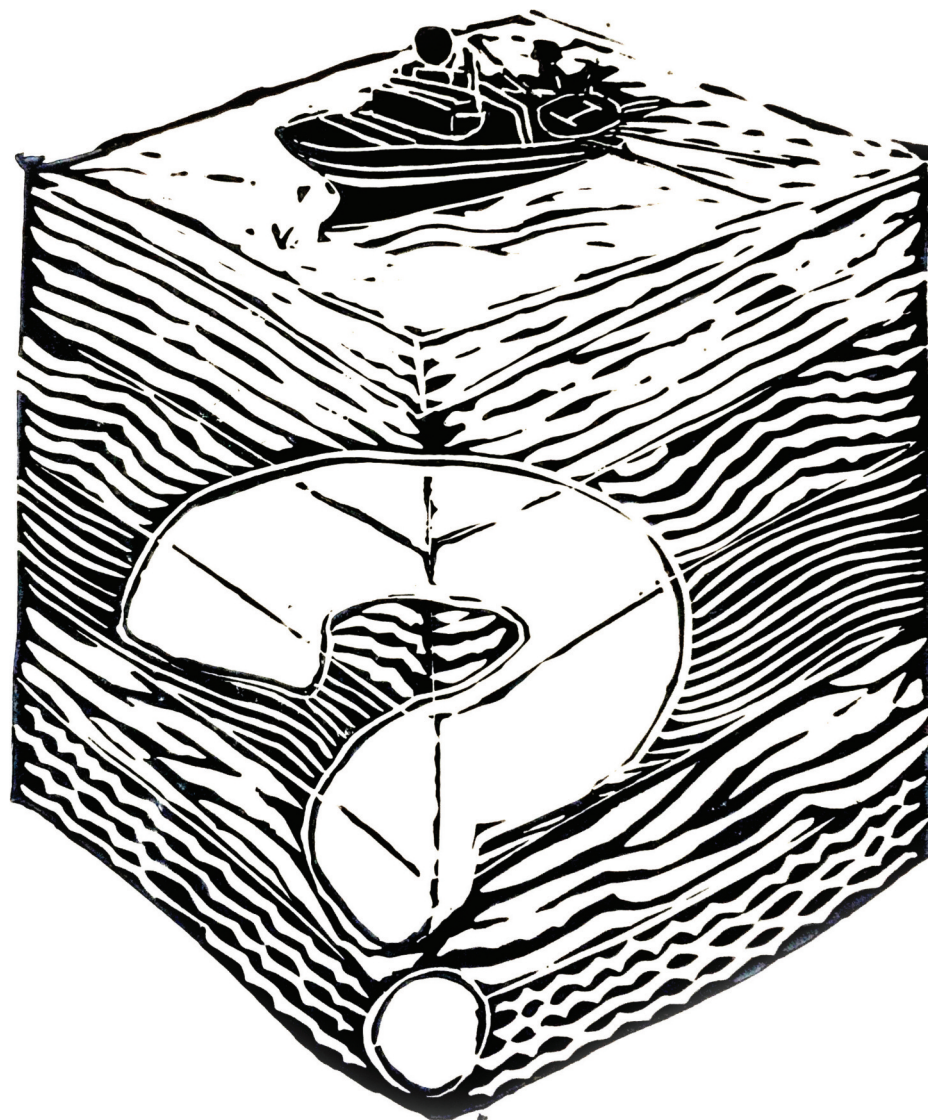


**Finding
Petroleum**

**digital
energy
journal**

Finding Petroleum and Digital Energy Journal events Autumn 2015 - Spring 2016 guide for delegates and marketers



Finding Petroleum and Digital Energy Journal - helping you figure out ways to move your business and careers forward

Develop your expertise By attending Finding Petroleum and Digital Energy Journal events you can do more than develop your expertise. You can get guidance on which expertise is most worth developing and how to use it.

Finding Petroleum wants to help you turn your own expertise development into a business model. Acquiring expertise involves time, energy, cognitive resources, and expense and this investment doesn't pay off unless you make it wisely.

But at the same time, you can see that the most valuable people in the oil and gas industry are people who are good at synthesising people who have expertise in multiple subjects, or know enough to know who to ask and can put it together.

Our regular forums (which by the way are free or very inexpensive to attend) are generally themed around how to synthesise different areas expertise to answer difficult questions. For example, how to change your company's strategy to accommodate carbon concerns, whether to set up shop in Mexico and how to make your next offshore development project more effective.

For example, in order to answer a question like 'how should we explore in Mexico' you need to understand and integrate a range of subsurface data, put it together with geology, and use commercial and negotiation skills to get into a viable position.

In order to better plan an offshore development, you might want to use expertise in subsurface, drilling costs, different kinds of offshore structures and vessels, partner negotiation, field development planning, lifecycle field economics, field development costs, contractor management, and much more.

We have already planned our event agenda for up to summer 2016 we suggest you plan now which events you would like to attend for the best return on effort in developing expertise, and ask your boss if she will let you go.

ADVERTISING ENQUIRIES AND EVENT SPONSORSHIP

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Regional exploration and business development

Events in London on understanding opportunities in Mexico (Sept 2015), Middle East (Oct 2015), Africa (Jan 2016), European shale (Mar 2016), Atlantic basins (May 2016), China (June 2016)

Subsurface Technology

New geophysical technologies, London, (Feb 2016)

Transforming Subsurface Insights in Aberdeen, Stavanger and London (March April 2016)

Transforming Offshore Developments and Operations

Events in Aberdeen, Stavanger and London (Nov Dec 2015)

Carbon

Investing in Petroleum under a Carbon Cloud London, (Nov 2015)

Digital Energy Journal

Aberdeen production data (Sept 2015), engineering data (Nov 2015)

Kuala Lumpur subsurface, drilling and engineering data (Oct 2015)

Mumbai subsurface data (Feb 2016)

Stavanger engineering data (Nov 2015), production data (Apr 2016)

For the latest agenda and detailed information about upcoming events, see www.findingpetroleum.com and www.d-e-j.com click on 'events' (main menu bar) and then 'all upcoming events'

We publish specialist reports of most of our conferences, which are available for free download on the Finding Petroleum website.

Full delegate lists (people registered for upcoming events and people who actually attended past events) are freely available on our website, so you can search for people who may be able to help you answer a difficult question or provide mentoring, for example.

Most of the talks are also available on our website (video + pdf), going back to 2010.

With our partners Petromall, we run specialist workshops to answer difficult oil and gas questions, led by former senior oil and gas executives.

We publish free expertise development maps for various disciplines on our website, put together by former leaders of each discipline, showing the expertise you should develop in order to get to the higher levels.

We can also put you in touch with relevant experts in the Finding Petroleum network who can provide training or mentorship in various topics on the development map, sometimes free or other times in return for a fee.



For marketers: Finding Petroleum and Digital Energy Journal are here to help you figure out ways to move your business forward - and meet and build relationships with new clients.

We particularly welcome you if you offer expertise helping oil and gas professionals make better decisions about what would be useful for them to know and how to put it together.

Our business model is unorthodox in that we make our events very cheap or free for industry professionals to attend but usually cover the costs with financial contributions from technology / service companies making presentations.

We believe that this business model leads to a much more productive atmosphere and enables us to run shorter and more convenient events (typically 9am to 3pm) which provide a much more intense and time efficient learning experience, than our competitors in the conference space which create complex 2 day events to justify charging a large delegate fee.

Our sponsorship packages typically include a speaker slot, option of exhibition stand, and option to be a sponsor of the event.

If you give a talk, we usually post videos and presentations of the talk on our website after the event (subject to your permission) which will be available permanently. We publish special 'event reports' of many of our events with reviews of the most interesting talks.

We publish full lists of everyone registered to attend upcoming events, and after the event, remove the names of people who did not attend, so you get an accurate idea of who attended.

Our website also has functionality to send emails to any conference attendees (without revealing their e-mail address), unless they choose not to receive such messages.

Typical event sponsorship packages

30 Minute Presentation Slot
Conference Sponsors
Exhibition Stand
2 Roll Up Banners
15 Delegate Passes
1 Full Page Print Ad or 2 Months Banner Ad
1 Full Page Event Report Ad
£3500.00

30 Minute Presentation Slot
Conference Sponsors
15 Delegate Passes
1 Full Page Event Report Ad
£2000.00

Please note the precise offer for each event will vary, and will depend on how early you are able to commit. The better speaker slots are available earlier!

For a specific proposal please contact Richard McIntyre, sales manager, Digital Energy Journal / Finding Petroleum, on rmcintyre@d-e-j.com, Tel **44 208 150 5292**





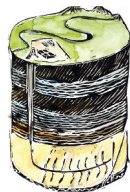
Mexico (Sept 2015) is exciting because the business is gradually opening up to non Mexican oil and gas companies, after many years of an exploration monopoly to state oil company PEMEX. But the opportunities are not available to small operators.



The Middle East (Oct 2015) continues to be an area of change, with the potential for access to Iran, the 7th largest oil producer in the world, due to a drop in nuclear related sanctions, as well as new developments in the Levant (South East Cyprus).



Africa (Jan 2016) has plenty of natural resources, and plenty of success stories for companies of all sizes. But figuring out where the next opportunity might be, and how to access it, is far from easy.



European shale (March 2016) is an intriguing area for oil companies but so far there has been a lot of talk, a lot of bans, and not much action. The protesting is not something which can be simply brushed aside, and the geology might not even be able to deliver (even with no protestors).



Atlantic basins (May 2016) explores the potential reservoirs in the North and South Atlantic, both East and West coast. There is plenty of sediment which may contain hydrocarbons, particularly in the South Atlantic between Africa and South America. Most of it hasn't been explored because companies thought it was too deep to drill but the potential for deepwater drilling is increasing all the time.



China (June 2016) has been marked by UK government body UK Trade and Industry as a place of possible investment for UK companies but not without its challenges!



New Geophysical Technologies London (Feb 2016)

This forum looks at the latest developments with geophysical technologies, including seismic sources, collecting seismic data (land, sea, seabed, permanent), electromagnetics, gravity.

We also cover new ways to analyse and interpret it, including combining seismic with other types of data, maintaining the data resolution as much as possible through to reservoir simulation, and new analytics techniques.

Most importantly we help you make decisions about which areas of technology are most worthy of your time, energy, money and cognitive resources in terms of keeping up to speed with new developments.

For marketers: this event offers an opportunity to present new technology to an audience of exploration experts and if you present at the conference, we'll probably also include a writeup of your talk in our widely distributed event report.



Transforming Subsurface Insights Stavanger, London, Aberdeen (Apr-May 2016)

In Spring 2015 Finding Petroleum and Digital Energy Journal will run a series of 3 events on the theme 'Transforming Subsurface Insights', exploring the business model for methods to get more out of your reservoirs. This includes methods to get a better understanding of your reservoirs and methods to do more with them.

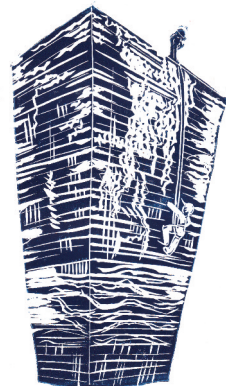
Oil companies sometimes say that it is easier to improve production by working out how to get more out of existing fields, than developing new ones. But making a decision about how to improve production or even which expertise is worth developing is far from easy.

It is very easy to generate enormous amounts of data about production and develop sophisticated reservoir simulation but much harder to know if the data is any use, or if the simulation has a close relationship with reality.

Topics we expect to cover include high resolution (but computer intensive) reservoir modelling, permanent or 4D reservoir monitoring (including fibre optic cables in wells), data analytics, reservoir development decision making and making a business case for enhanced oil recovery.

Delegates: these events are planned to help you make better choices about how you want to develop your expertise in the production arena and how to put different aspects of expertise together to make better choices.

Marketers: if your company has services or products to help improve production operations, this conference should offer a good marketing opportunity to reach potential customers, both by participating in the conference, and with our post event reports.





Transforming Offshore Developments and Operations

In November - December 2015, Finding Petroleum and Digital Energy Journal will be running a series of events on the theme "Transforming Offshore Developments and Operations", looking at new technologies and methods which can lead to a step change in how developments and operations are done and more importantly, which of them provide the best return for the investment in time, mental effort and money to get up to speed with them.

There are a few big new ideas here - for example, we could avoid the dreaded 'subsea tieback' and instead use subsea tanks which can be offloaded directly into a shuttle tanker (provided there is no gas involved),

There are old ideas for transforming offshore operations, like demanning. It has been technically possible to almost entirely deman offshore platforms for decades, but it hasn't happened, probably because people are happy enough keeping the platforms manned and resistance to change is high. But there are big cost savings available, and multiplier effects, for example avoiding doing maintenance work on accommodation blocks and requiring less catering. Should we re consider?

Operations could be less expensive with better engineering data management (perhaps with better data handover from the design phase), better gathering, management and analytics of data about asset integrity and operations, leading to reduced maintenance downtime, higher productivity and perhaps even higher safety.

Developments might be less expensive with a return to standardisation (a rerun of the 1990s CRINE project), perhaps with standard contracts this time. Better data tools could track factors potentially leading to cost overruns.

At our Transforming Offshore Operations and Developments conferences, planned for Autumn / Winter 2015 in Aberdeen, Stavanger and London, we'll review these ideas and more, and try to reach some conclusions about which methods provide the best return on investment, in terms of your time and expertise development – how to put your expertise together to reach the best conclusion.



Digital Energy Journal Kuala Lumpur subsurface, drilling and engineering data (Oct 2015)

Our Digital Energy Journal Kuala Lumpur conference, held every October, looks in detail at the business model for improving digital assets in subsurface, drilling and engineering data.

Most Digital Energy Journal readers recognise that the companies and departments most likely to survive these difficult times are the companies which take most care of their data. But many people struggle to persuade their colleagues that they should take more care of data we review the strongest business arguments to share with your colleagues.

We will include a review of how oil companies are doing more to manage their data, and review best practises from around the world.

For marketers of data related products and services, Digital Energy Journal Kuala Lumpur offers a great way to share what you have with the target market. We offer exhibition stands in the lunch and coffee area, and sponsored speaker slots. Conference talks will be included in a special edition of Digital Energy Journal to be distributed after the event.



Digital Energy Journal Mumbai (Feb 2016)

Digital Energy Journal's Mumbai conference, first held in February 2015, will cover new developments with subsurface, drilling and engineering data and progress with India's National Data Repository.

We ran our first Digital Energy Journal Mumbai event in February 2015 and attracted 50 delegates including from ONGC, BG Group, Reliance Industries, Shell, Essar Oil, Directorate General of Hydrocarbons, Tata, Bharat PetroResources and Halliburton

India is the 24th biggest oil producer in the world, with annual production slightly larger than the UK. The country is making further fields available to independent operators. India is also the site of the world's deepest ever well (3,174 meters, drilled in 2013). It all makes an interesting market for digital technology.

Mumbai is an easy city to visit on business - our conference hotel, Marriott, is a short taxi ride from the airport, and still in the city's central business district. If you have never been to Mumbai perhaps this is a time for your first trip?



Digital Energy Journal Engineering data (Stavanger, Aberdeen)

In 2015/2016, Digital Energy Journal's "Doing more with engineering data" event will be held as an afternoon session of the 'Transforming Offshore Developments and Operations' event.

This session looks at better ways to manage all of the data which is associated with offshore operations.

We cover how to get good quality data in a greenfield construction, including putting together a specification for the sort of data you want, and getting the right data from the design department.

We cover how to improve data for brownfield operations, including laser scanning, sensors, and gauges; how to work with engineering data, to improve maintenance and operations planning; and how to manage data quality over the lifecycle.

These events have commercial opportunities for companies producing services in data management, class library management, design software, lifecycle data management, 'digital asset' services.



Carbon: Investing in Petroleum Under a Carbon Cloud London (Nov 2015)

Our November 2015 conference "Investing in Petroleum Under a Carbon Cloud" attempts to answer the phenomenally difficult question of what the oil and gas industry should do about carbon concerns.

To environmentalists, the answer is obvious we should shut down our businesses. Although you sometimes get the impression that environmentalists haven't noticed that the oil and gas industry does more for society than put CO₂ into the atmosphere.

But it doesn't make sense for the industry to ignore climate concerns either just to try to find a way to mitigate CO₂ emissions which could work commercially.

Such a method does exist carbon capture and storage (perhaps with enhanced oil recovery) but it is expensive and requires changes to legislation to impose fair costs on everyone and since the legislation probably can't be implemented globally, there will need to be methods to make sure manufacturing industries subject to higher costs aren't put out of business.

It would be possible to develop such a scheme or develop enhancements to the EU's disappointing Emissions Trading Scheme to get there. Is this something the oil and gas industry should support?

The industry could look for ways to reduce emissions from its own operations although they are very small compared to the emissions from combusting its products. But if you believe that the users of hydrocarbons are responsible for emissions, rather than the suppliers of hydrocarbon, this could be OK.

For delegates this conference will help you develop your expertise and ideas about how the oil and gas industry should best respond to carbon concerns.

For marketers if you offer carbon related services to the oil and gas industry including consultancy, reports, data, and carbon capture related services, this event should offer an opportunity to meet your customers.

Expertise development London (June 2016)

In June 2016, we are going to run a special event on expertise development, exploring ways that oil and gas professionals get a better understanding of the expertise business model itself.

By expertise business model we mean the way that professionals decide which expertise is worth developing and how to make better use of the expertise they have, perhaps by getting better at putting it together.

Too often, the oil and gas industry treats expertise as something which is automatically good to have. But that isn't true. We all know people with plenty of expertise which they are not able to put to good use and people who do well without obviously acquiring a lot of expertise.

For delegates this event will provide an opportunity to get a better understanding of what oil and gas expertise actually means and hear from experts with ideas about a better way to look at how to develop it from a personal perspective.

For marketers this event offers opportunity to present expertise related services including computer based training tools, expertise related consulting and software.

For the latest agenda and detailed information about upcoming events, see www.findingpetroleum.com and www.d-e-j.com click on 'events' (main menu bar) and then 'all upcoming events'