



SPE DIGITAL ENERGY CONFERENCE | 2011 AND EXHIBITION

19–21 APRIL 2011

THE WOODLANDS, TEXAS, USA

Navigating the Inflection Point: Building
Digitally Integrated Oil & Gas Businesses

PREVIEW

Register by **24 February 2011**
and save up to USD 200!

Conference Sponsor



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Coast Section

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MESSAGE FROM THE CONFERENCE CHAIRPERSON

Dear Colleagues,

We are pleased to invite you to the 2011 SPE Digital Energy Conference and Exhibition on 19–21 April at the Woodlands Waterway Marriott Hotel in the Woodlands, Texas, USA.

Over the last decade, this conference has presented key challenges facing our industry and practical solutions based on a digitally integrated oil field. It brings together innovative practitioners reporting on business issues and solutions for the twenty-first century.

This year's theme is "Navigating the Inflection Point: Building Digitally Integrated Oil & Gas Businesses," which recognizes that our industry is at an inflection point and moving to the digitally integrated oil field. We will explore how this affects businesses and translates into technology and solutions.

With increased regulatory pressures, we will also discuss what challenges face remote operations, increasing levels of automation, and integrated operations, as well as the implications of information-driven risk assessment on our historical view of surveillance and analysis.

Exhibits will be available during the conference for you to explore the latest products and services.

We look forward to seeing you at the conference!

Sincerely,

Jean-Francois Minster, Total
2011 Conference Chairperson

Conference Chairperson

Jean-Francois Minster, Total

Conference Cochairpersons

Kamel Bennaceur, Schlumberger

Philippe Malzac, Total

Executive Advisory Committee**Chairpersons**

Philippe Flichy, IO-hub

Mehrzad Mahdavi, DEXA Systems

Waleed Al-Mulhim, Saudi Aramco

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Don Moore, Occidental Petroleum Corporation

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Steve Webb, Computer Modelling Group

Herb Yuan, DEXA Systems

SPE DIGITAL ENERGY

CONFERENCE | 2011

AND EXHIBITION

CONFERENCE FOCUS

The SPE Digital Energy Conference and Exhibition is an international event which addresses the key aspects of digital oilfield developments. Digital Energy 2011 will present the leading innovations that are moving our industry forward and provide a forum for collaboration among innovators, implementers, and end users.

WHO SHOULD ATTEND?

- > Presidents, vice presidents, CEOs, and CTOs
- > IT directors and managers
- > Petroleum engineers
- > Product managers
- > Program and project managers
- > Research engineers and managers
- > Senior analysts
- > Software developers
- > Solutions architects and managers
- > Technology advisors
- > Business development managers and directors

TOPICS COVERED

- > Real-time event processing/automation/optimization
- > Applications of artificial intelligence
- > Risk assessment
- > Remote operations
- > Improved operations, integrity and reliability
- > Workflow transformation/agile workflows
- > Process control network/SCADA cyber security
- > Developing hybrid skill sets: functional domain knowledge plus IT
- > Advanced visualization in immersive environments
- > Digital technology in crisis management
- > Evolution of intelligent infrastructure

SCHEDULE OF EVENTS

(As of 15 December 2010)

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Sunday, 17 April

0800–1700 Training Course

0900–1700 Training Course

Monday, 18 April

0800–1700 Training Course (Day 2)

0900–1700 Training Course (Day 2)

1200–1800 Exhibitor and Attendee Registration

Tuesday, 19 April

0700–1900 Registration

0900–1020 Opening Remarks and Keynote Session

1000–1730 Knowledge Sharing ePosters

1000–1900 Exhibits

1050–1230 Plenary Session

1230–1345 Networking Luncheon

1400–1730 Technical Sessions (3 concurrent tracks)

1730–1900 Welcome Reception

Wednesday, 20 April

0730–1730 Registration

0900–1030 Opening Remarks and Keynote Session

1000–1600 Exhibits

1000–1730 Knowledge Sharing ePosters

1100–1230 Plenary Session

1230–1345 Keynote Luncheon

1400–1730 Technical Sessions (3 concurrent tracks)

Thursday, 21 April

0730–1230 Registration

0900–1000 Keynote Session

1030–1230 Panel Discussion and Wrap-Up

www.spe.org/events/dec

SPONSORS (As of 13 December 2010)

Conference Sponsor



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EXHIBITORS (As of 13 December 2010)

Cisco Systems, Inc.
Data Foundry
Digital Drilling Data Systems
Energistics
Oilfield Data Services, Inc.

OVS Group LLC
SPT Group, Inc.
Tessella
VRcontext
Zenith Oilfield Technology Ltd.

Advertising and Sponsorship Opportunities Still Available

Digital Energy 2011 offers unique and customized sponsorship and advertising opportunities to enhance your exhibiting experience and company image throughout the event. We encourage you to explore this innovative program offering a variety of value-added services and maximize your presence at this year's event.

For more information, contact the SPE sales team

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Kirk Colligan
Sales Representative
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Kristin Stavinoha
Sales Representative
+1.713.457.6827

SPECIAL EVENTS

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Sunday and Monday, 17–18 April 2-Day Training Courses

Make sure you don't miss the opportunity to enhance your skills through SPE training courses offered in conjunction with the Digital Energy Conference.

Both courses require laptops.

Visit www.spe.org/events/dec for details.

0800–1700

Intelligent Well Technology

Instructor: Michael Konopczynski

0900–1700

Oilfield Data Mining

Instructor: Shahab D. Mohaghegh

Wednesday, 20 April, 1230–1345

Keynote Luncheon (Ticket required)

Accelerating the Intelligent Economy with Information and Analytics

Speakers

Chung-Shen Li, Director, Commercial Systems, IBM

Mike Brulé, Business Analytics and Optimization, IBM

TECHNICAL PROGRAM

(As of 21 December 2010)

Tuesday, 19 April 0900–0950

Welcome and Opening Remarks

Moderator

Behrooz Fattahi, Aera Energy and 2010 SPE President

Conference Chairpersons Roundtable Introductions

Jean-Francois Minster, Total

Tuesday, 19 April 0950–1020

Keynote Session

INFLECTION POINT: NEW REQUIREMENTS AND CHALLENGES—A BUSINESS VIEW

Moderator

Mehrzad Mahdavi, DEXA Systems

The future of the E&P industry requires changes in culture, business models, and technology. This keynote session will offer expert opinions on the immediate challenges and their impact.

Keynote Speakers

Chadwick Deaton, Baker Hughes

Gaurdie Banister, Aera Energy

Tuesday, 19 April 1050–1230

PLENARY I: DIGITIZING BUSINESS AND OPERATING PROCESSES

Moderator

Herbert Yuan, DEXA Systems

This plenary session will offer presentations on predictive risk assessment, safety, performance, maintenance, global supply chain management, digital environment creation for collaboration, and the application expertise.

Panelists

Herbert Yuan, DEXA Systems

Duncan Junor, Halliburton

Alan Thomson, Boston Consulting Group

Ken Dillon, Oxy Permian

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TECHNICAL PROGRAM

Tuesday, 19 April 1400–1730

DECISION SUPPORT AND ARTIFICIAL INTELLIGENCE

Session Chairpersons

Ashish Chitale, Hamilton Group
Bertrand Du Castel, Schlumberger

Over the next 10 years in the E&P industry, demands for automation will significantly increase the employment of AI techniques such as data mining, learning, planning, and knowledge management. These techniques will enable short-, medium-, and long-term optimizations with uncertainty assessments and risk mitigation. The session will explore applications of AI in the areas of drilling, data acquisition, and integrity management that will significantly aid in the development of new decision support tools for oilfield developments.

Tuesday, 19 April 1400–1730

REMOTE OPERATIONS, RELIABILITY, AND INTEGRITY

Session Chairpersons

Guillermo Arango, Baker Hughes
Ron Cramer, Shell

This session will showcase recent advances in remote operations capabilities that enhance operations reliability and integrity.

Tuesday, 19 April 1400–1730

OPERATIONS AND RISK MANAGEMENT

Session Chairpersons

Tofiq Al-Dhubaib, Saudi Aramco
Rick Morneau, Chevron (retired)

Digital energy leads to increases in production optimization across the asset, which in turn, highlights the importance of monitoring for risk mitigation. This session will focus primarily on operational aspects with associated need for risk management.

Wednesday, 20 April 0900–0930

Opening Remarks

Session Chairpersons

Philippe Malzac, Total
Kamel Bennaceur, Schlumberger

Wednesday, 20 April 0930–1030

Keynote Session

INFLECTION POINT: NEW REQUIREMENTS AND CHALLENGES—A TECHNOLOGY VIEW

Moderator

Kamel Bennaceur, Schlumberger

The future of the E&P industry requires changes in culture, business models, and technology. This keynote session will offer expert opinions on the immediate challenges and their impact.

Keynote Speakers

David Payne, Chevron
Thomas C. Halbouty, Pioneer Natural Resources

Wednesday, 20 April 1100–1230

PLENARY II: EVOLUTION OF INTELLIGENT CAPABILITIES

Moderator

Don Paul, University of Southern California Energy Institute

This plenary session will offer discussion on process control, sensor and robots, telecommunications, and cloud services.

Panelists

Don Paul, University of Southern California Energy Institute
Jean-Luc Dormoy, EDF Group
Johan Krebbers, Shell
Deon Rae, Chevron

Wednesday, 20 April 1400–1730
WORKFLOW TRANSFORMATION

Session Chairpersons
 Stephen Webb, Computer Modelling Group
 Herbert Yuan, DEXA Systems

Digital technology is changing the way we manage our oil and gas assets. This technical session will focus on new workflow and process optimization initiatives needed to leverage these technologies.

Wednesday, 20 April 1400–1730
REAL-TIME SCADA ENTERPRISE SCALABILITY

Session Chairpersons
 Antony Edwards, StepChange Global
 John Oyen, ABB Incorporated

As fields expand and technology improves, more data from instrumentation to production is growing almost exponentially. This session will discuss how to plan, implement, execute, and adapt these systems to your growing operations.

Wednesday, 20 April 1400–1730
AND NOW FOR SOMETHING COMPLETELY DIFFERENT

Session Chairpersons
 Mark Lochmann, Halliburton
 Cynthia Reece, ExxonMobil Technical Computing Company

Over the last 25 years, significant changes have been made in the way we explore, develop, and produce our upstream assets. This session offers a look ahead for digital energy—presenting ideas on how we can work in the future given the challenges of interoperability, increasingly complex decision-making in support of operational excellence and optimization, multidisciplinary workflows, and talent retention.

Thursday, 21 April 0900–1000
SECURING THE CONNECTED ENTERPRISE

Moderator
 Philippe Flichy, IO-hub

This keynote session will discuss enterprise security.

Keynote Speakers
 Donald Moore, Occidental Petroleum
 Ray Johnson, Lockheed Martin

Thursday, 21 April 1030–1230
SECURITY

Moderator
 Steve Watts, ExxonMobil

The session will explore how to secure the connected enterprise in light of new and advanced cyber threats.

Panelists
 Donald Moore, Occidental Petroleum
 Phiroz Darukhanavala, BP
 Johan Krebbers, Shell
 Peter Breunig, Chevron

Tuesday, 19 April–
Wednesday, 20 April
KNOWLEDGE SHARING EPOSTERS

The Knowledge Sharing ePosters will be on display from 1000 to 1730 hours on Tuesday and Wednesday. An ePoster is an electronic version of a traditional poster presented on a plasma screen. It offers the added benefit of animation, audio, and video and enhances the visual experience to provide greater interactivity between the attendee and the poster author. Visit www.spe.org/events/dec for more information.

REGISTRATION

2 Ways to Save on Registration Fees!

- > Register by 24 February to save the most money—up to USD 200 savings
- > Register between 25 February and 18 April to save up to USD 100

Register now at www.spe.org/events/dec!

Conference participants can register via the Internet, mail, or fax. Advance registrants may pay in US dollars by check or credit card. Checks are acceptable from US bank checking accounts only and should be written for the amount of purchase only. SPE accepts American Express, Visa, MasterCard, and Diners Club credit cards. Payment can also be made by wire transfer; contact registration@spe.org for bank details.

Badge Pickup

Domestic attendee badges and any purchased tickets will be mailed prior to the conference if registration is processed on or before **15 March 2011**. Registrations received after 15 March 2011 and international attendee registrations will be held for pickup on-site. Please be prepared to show photo ID (passport or driver's license) in order to pick up your conference badge on-site.

Refund Deadline

To receive a full refund, all cancellations (registration and training courses) must be received in writing no later than **11 April 2011**. Cancellations made after 11 April will not be refunded. Send cancellation requests to registration@spe.org; by fax to +1.866.460.3032 (US) or +1.972.852.9292 (outside US); or to SPE Registration, PO Box 833836, Richardson, TX 75083.

SPE On Demand

SPE On Demand is an interactive, online portal to access presentations, digitally recorded and available as audio synchronized to PowerPoint presentations. Following the conference, SPE On Demand will be available to attendees who paid the full registration fees.

Questions?

Contact us by email (registration@spe.org) or by phone (+1.972.952.9393, ext 216).

Copyright Information

All SPE sessions are protected by US copyright laws. Photography and video/audio recording of any kind are strictly prohibited in the sessions and throughout the exhibition area.

REGISTRATION

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Registration Prices All prices listed in US dollars (USD).

Registration Type	Early By 24 February	Regular 25 February –18 April	On-site 19–21 April
SPE Member*	650	750	850
Nonmember*	750	850	950
Presenting Author*	500	600	600
Spouse**	75	75	100
Student (with valid college ID)***	75	75	100
1-Day Option (Tuesday, Wednesday or Thursday)†			
SPE Member 1-Day	550	650	750
Nonmember 1-Day	650	750	850
2-Day Training Courses			
SPE Member	1,399	1,599	
Nonmember	1,599	1,799	
<p>* Full registration fees include access to technical and plenary sessions, exhibition, welcome reception, coffee breaks, luncheons, SPE on Demand, and one copy of the Proceedings.</p> <p>** Spouse registration includes access to the exhibition, welcome reception, and Tuesday networking luncheon only.</p> <p>*** Student registration includes access to technical and plenary sessions, exhibition, welcome reception, coffee breaks, Tuesday networking luncheon, and one copy of the Proceedings. It does not include access to the Wednesday keynote luncheon or SPE on Demand.</p> <p>† 1-day registration includes access to events for the day registered and one copy of the Proceedings. It does not include access to SPE on Demand.</p> <p>Additional Proceedings (Member USD 50/Nonmember USD 75) and keynote luncheon tickets (USD 60) can be purchased for an additional fee.</p>			

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ACCOMMODATIONS AND TRAVEL

The Woodlands Waterway Marriott Hotel and Convention Center
 1601 Lake Robbins Drive
 The Woodlands, Texas 77380 USA
 Phone: +1.281.367.9797

Rooms have been reserved for the SPE Digital Energy Conference and Exhibition at the Woodlands Waterway Marriott Hotel. Visit www.spe.org/events/dec to make your housing arrangements online or call 1.800.266.9432. When calling, please reference the SPE Digital Energy Conference to receive the group rate of USD 169 plus applicable taxes. All reservations must be received by **18 March 2011** to be guaranteed at the conference rate.



Society of Petroleum Engineers
222 Palisades Creek Drive
Richardson, TX 75080-2040 USA



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THE WOODLANDS, TEXAS, USA

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