



**Society of Petroleum Engineers
Applied Technical Workshop
Digital Transformation in E&P: What's Next, Ready
to Scale-Up?**

Sponsorship Proposal

Paris, 26-27 June 2019

**Prepared by
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The Business case to support Society of Petroleum Engineers

SPE is the largest individual-member organisation serving managers, engineers, scientists and other professionals worldwide in the upstream segment of the oil and gas industry. The association has an unrivaled breadth and depth of technical knowledge from their global portfolio of products and is supported and driven by the input from its members. The SPE mission to collect, disseminate, and exchange technical knowledge concerning the exploration, development and production of oil and gas resources, and related technologies for the public benefit; and to provide opportunities for professionals to enhance their technical and professional competence makes it unique in the oil and gas marketplace. As a not-for-profit organisation where its goals are aligned with the industry, it is a unique partner and it is distinctively positioned to contribute to the education and support of its members as well as support the market with world class events, conferences, workshops, training courses, and other programmes enabling constructive and enabling dialogue between local and global oil & gas key stakeholders in the common goal of sustainable and collaborative development of the hydrocarbon industry.

Supporting the SPE enables us to reinvest in the market and to provide even more opportunities for industry professionals to enhance their technical and professional competence from 'cradle to grave'.

Sponsors supporting this Workshop will be seen as:

- providing a forum for exchange of, and exposure to, technical data that generates new exploration concepts for the issues that the industry has to face, new innovative production enhancements and improvements in project cost efficiencies
- enabling participants to discuss concepts and ideas that they have heard in the talks and compare notes and their own thoughts
- providing a venue for mid and high level executives to make deals, form new technical alliances and may convince some to take a new business positions
- bringing senior executives from the Oil & Gas world to Paris where they will have the opportunity to meet and discuss the current state of the industry and to benefit from key learnings from other areas and projects in the world
- enabling the maximum number of delegates to attend as SPE event costs are held to the lowest possible price point to be affordable to almost anyone who wishes to participate, maximising sponsors investment at all levels

Event Overview

In the past years the Upstream O&G industry has progressively embraced the idea of the Digital Transformation (DX) with the objective to improve its overall operational performance.

Many companies have started their journey towards the adoption of emerging digital technologies such as cloud, artificial intelligence, drones, robotics, Internet of things, mobile devices and virtual collaborative environments.

This journey usually starts with a vision exercise that opens perspectives on a bright future where data flows are seamless and Artificial Intelligence systems pilot unmanned industrial installations.

Then comes the down to earth question: How do we get there? Where do we start?

Digital transformation is indeed as much about simple developments centered on transforming the way people are working (such as developing business intelligence tools, or the massive deployment of mobile devices for operators,..) versus more complex technological developments that necessitate dedicated scarce new competencies (such as data scientists).

The value stakes for E&P business are split between these two extremes, but it is often difficult to assess the priorities when starting the journey. Multiple questions have to be addressed simultaneously regarding technology, IT infrastructures, data management issues and change management.

Different starting points are possible such as focusing on targeted proofs of concept, partnering on infrastructure, partnering on technology and hiring data scientists all being done simultaneously. In general, one common question arises after the trial or early adoption period: how to scale fast from the proof of concept to the deployment of the solution? The answer is not always easy – many digital applications are customised for specific use cases that might depend on asset maturity, asset environment, or on external constraints (data availability, legal issues, infrastructures).

The workshop aims to address a number of questions regarding digital solutions scalability challenges. It shall focus on sharing experiences on solid existing use cases – including failed evolutionary experiments, rather than on prospective talks about digital transformation. The presented user cases will highlight value creation. Additionally they will give insights on the challenges and lessons learned linked to the deployment of technology in different business environments and value chains.

Bringing together the industry's most respected professionals in the E&P DX space, this workshop will set aside the notion that as an industry we are all on the same Digital Transformation journey. Informed debate, benchmarking of experience and concerns, revelation of strategies will be anchored in various sessions around business drivers, transformation of core activities in subsurface and asset operations, challenges around data and HR. The discussions shall finally enlighten the audience about the true nature of DX for E&P: is this about optimisation of existing processes or are we heading towards a deep transformation of the way we are working and operating?

Who You Will Meet

- 60 – 80 attendees with interest in this particular field
- Oil and gas professionals, experts and managers
- Service, supply and consulting companies
- Government ministers
- Health, safety and environmental professionals and representatives
- Non-governmental organisations
- Professional societies
- Universities, research centres and institutes

Why Sponsor?

Our sponsorship packages allow your organisation to:

- Maximise your brand awareness from now until the event
- Reach and network with a highly targeted international audience
- Be associated with industry leading and cutting edge technological content
- Participate with senior members from the industry's most influential organisations
- Be part of the extensive SPE event marketing and advertising campaigns
- Be part of the industries development of new technology solutions
- Support young professionals who will influence the future of O&G industry
- Support the SPE and the market in developing young local talent and their careers

Fees & funding

The revenue of the workshops come from two sources – delegate registration fees and sponsorship.

The recommendation is one sponsorship level where all the sponsors get the same benefit with a decreasing sponsorship value the more sponsors come on board.

- 5 sponsors – EUR6000 each – 3 free delegates
- 6 sponsors – EUR5000 each – 2 free delegates
- 7 sponsors – EUR4000 each – 1 free delegate
- 8 sponsors - EUR3500 each – 1 free delegate
- 8 sponsors – EUR2500 each – 0 free delegate

The sponsorship branding would consist of:

1. Marketing activity before the event highlighting the sponsors support
2. Recognition in workshop brochure (sponsorship must be confirmed before brochure deadline)
3. Logo on event website with link to sponsor's website
4. Recognition on sponsor page of onsite delegate pack given to all attendees upon arrival
5. Company name and logo included in thank you slide displayed in meeting room during all breaks
6. One item of company literature on sponsor table within the event
7. Company Logo displayed on all event signage

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