



Society of Petroleum Engineers

2024 RENEWAL MARKETING CAMPAIGN

PROMOTIONAL GUIDE



HOW CAN YOU HELP?



- ✓ The SPE Marketing Team has created this guide to ensure you have all the resources you need to help promote **SPE's 2024 Member Renewal** campaign.
- ✓ In this guide, you will find a suite of **marketing materials** including a website listing, justification letter, online banner advertising, social media promotion, and videos.
- ✓ Please use these materials to promote SPE's annual renewal campaign **locally to your network**.
- ✓ If you require any other materials or could promote SPE in another way, please reach out to your local SPE membership representative.

WEBSITE LISTING

PROFESSIONAL/YP FOCUS

- ✓ Please copy and paste this content to your website by creating a 'Renew Your SPE Membership' page on a website
- ✓ Please use the below **tracked link** in your messaging: <http://go.spe.org/renew24>

Title: Stay Informed and Engaged with SPE | Renew Your Membership for 2024

Renew your SPE membership for 2024 to stay informed and engaged, while unlocking access to innovative solutions, insights, support, a technical library, peer-reviewed journals, global events, and education programs.

Don't miss out on these valuable opportunities:

Insight

Access the latest briefs and features on E&P technology advancements across SPE publications including *JPT*[®].

Networking

Network and knowledge-sharing opportunities at both global and local levels through SPE geographical and technical sections and the SPE Connect community.

Technical Library

Access OnePetro[®], the multi-society, online library with over 1.2 million searchable technical documents with discounted member pricing and complimentary access to select SPE content.

Peer-Reviewed Journals

Discover information on new technologies or build your reputation by submitting a paper for publication.

Global Events

Industry-wide technical conferences and in-depth training courses that bring together professionals from around the world.

Online Education

Deepen your expertise and engage with other professionals in your field through our online programs like webinars, Distinguished Lecturer presentations, SPE Live and Tech Talks on SPE Energy Stream, SPE Podcasts, and training courses.

Renew your membership today and receive 10 free paper downloads in *OnePetro*[®]!

JUSTIFICATION LETTER

- ✓ Upload this '**Justification Letter**' to your website, which members can use when seeking approval from their manager.
- ✓ When speaking and communicating with your members and companies, please let them know this resource is now available!

Thank you for your interest in becoming a member of the Society of Petroleum Engineers (SPE), the place for oil and gas professionals.

SPE provides unparalleled insights, shared expertise, life-long learning and community strength to fuel the success of our members and the future of the industry. By becoming a member, you are part of that!

We know it can be difficult making the case for membership to your manager. The justification letter can help you highlight how an SPE membership will benefit you and your company.

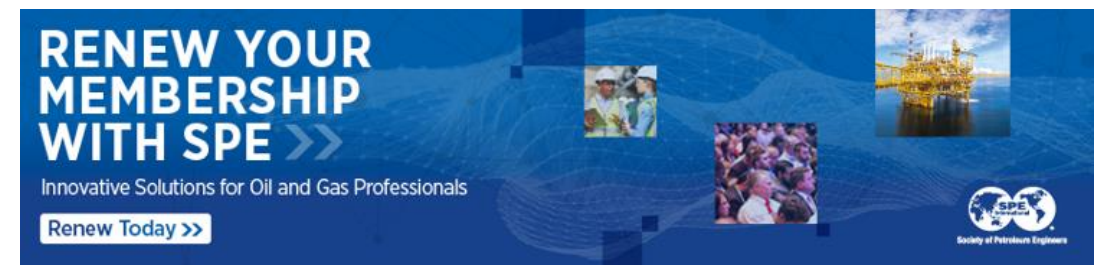
[Click here to download the letter >](#)

ONLINE BANNER ADVERTS

- ✓ Use these online banner advertisements across your website pages and email signature.
Shareable link:
<https://spe.widencollective.com/c/u6hd5fb9>
- ✓ Please use the below **tracked link** in your messaging :
<http://go.spe.org/renew24>



[Click here to download more adverts>](#)



PROMOTIONAL VIDEOS

- ✓ Please use these promotional videos on your website, communications and social media to promote the value of SPE and why your members should renew their membership.
- ✓ Click on the video and then press 'Watch on YouTube' to access the link.



[Renew for 2024 Video](#)



[Renew Student & Renew Professional](#)



[Join. Renew. Belong Video](#)



[Why SPE? Video - 40-Year Member](#)

[Click here to access more SPE Videos](#)

SOCIAL MEDIA POSTS

✓ Promote SPE's retention campaign to your social media followers.

✓ Please use the below **tracked link** in your messaging: <http://go.spe.org/Renew24SPE>

•Are you ready to unlock professional growth opportunities and join the global energy community? 🌐

SPE Membership is the key to access resources, recognition, and more! 📄 ⚙️ 💡

•Despite being hundreds or even thousands of miles apart, SPE members continue to make connections with like-minded students and professionals within the E&P industry from all around the globe. 🌐

Plus, each year SPE recognizes members for their technical contributions, professional excellence, career achievement, service to colleagues, industry leadership, and public service. 🏆

So, what are you waiting for? Renew your SPE Membership today and unlock your professional growth opportunities! 🔑

•🌐 SPE supports more than 119,000 members in 138 countries through a wide range of resources designed to help you evolve and thrive within the energy industry. 🌐 📄 ⚙️

•Each year SPE recognizes members for their technical contributions, professional excellence, career achievement, service to colleagues, industry leadership, and public service.

🏆 Evolve and thrive through professional recognition in 2024. Renew your SPE Membership today!

Use the following in all of your posts please:

Renew your membership for 2024

<http://go.spe.org/Renew24SPE>

#WeAreSPE #RenewSPE

SOCIAL MEDIA GRAPHICS AND VIDEOS

- ✓ Use these graphics when you are promoting SPE membership on social media: <https://spe.widencollective.com/c/k8gf2a57>
- ✓ Please use the below **tracked link** in your messaging : <https://go.spe.org/RENEW23SPE>



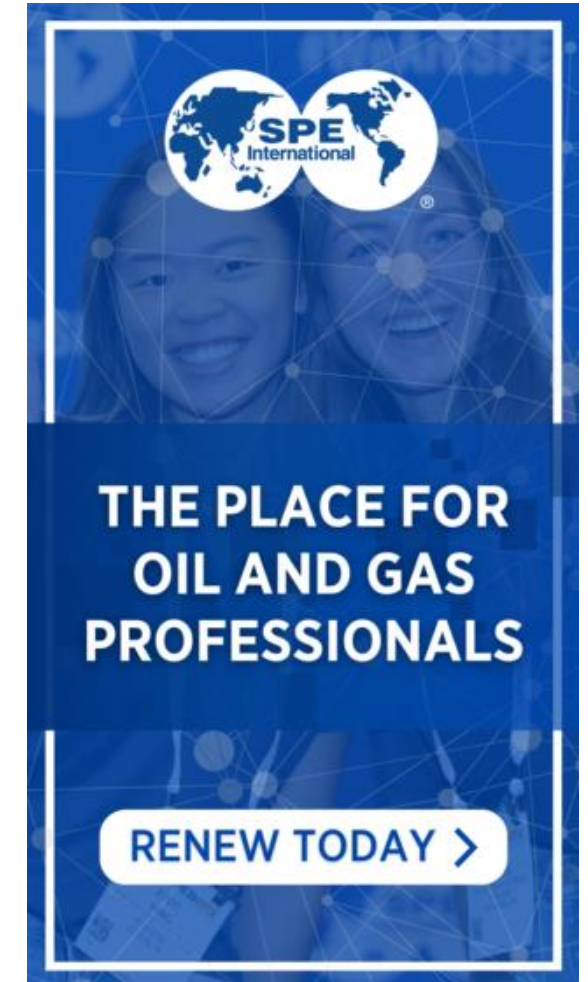
[Click here to download more graphics>](#)

WHY RENEW YOUR MEMBERSHIP VIDEO

- ✓ Share these short promotional videos on why your members should renew their SPE membership.
- ✓ These videos are Tik-Tok style and include short and snappy reasons to renew your membership.



[SPE Professionals – click here >](#)



[SPE Students – click here >](#)

MEMBERSHIP COLLATERAL

- ✓ Share the SPE marketing brochure when talking about the benefits of membership.
- ✓ Click [here](#) to download membership collateral.



[Click here to view and share this brochure](#)>



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THANK YOU FOR YOUR SUPPORT!

