



2011 Finding Petroleum London events planning guide

Finding Petroleum creates a platform for the oil and gas industry to discuss its trickiest and most important issues – keeping up the pressure for much needed digitisation of the industry, improving the way that people and the industry get along, getting important new exploration technologies implemented such as 3D seismic on land, getting the most out of all the different types of subsurface data, reducing risk of offshore operations. In short, figuring out the pathway for the industry for the next few decades.

We want to help oil and gas operators, and service companies, find ways to make their money go further and reduce risk - and we want to provide market visibility to new ideas - and new companies - with something new to offer.

Our events last a day or a half a day – but we do everything we can to push their footprint and benefit as far as we can, to provide maximum benefit to the industry and provide maximum benefit for the travel time and preparation involved. This includes publishing videos, presentations and comprehensive event reports for free download, providing tools for delegates to contact each other before and after each event, publishing live delegate lists and providing social network discussion tools.

Our events are strongly linked with our print and pdf magazine Digital Energy Journal - a copy of the latest magazine is distributed to all event attendees and we include comprehensive reports of the events in the magazine. We also send a free weekly newsletter to 6,500 people, including to people who have attended or shown interest in our events, or who are interested in digital technology in oil and gas.

For companies with products and services to promote to our audience (both in the room and remotely) we offer **table top exhibition stands, sponsorship opportunities, display advertising** in our magazine which is distributed to all conference attendees and mailed worldwide,; and (at certain events) **paid speaking slots**.

You can see more comprehensive information about our plans for 2011 and promotional opportunities offered in this event planning guide. To discuss further, please contact our sales manager John Finder on +44 207 017 3413, jfinder@onlymedia.co.uk.

Feb 15 2011 – Advances in exploration technology

March 16 2011 - New technology for getting more oil out of the ground

April 20 2011: subsurface data and the digital oilfield

May 17 2011 - Technologies to avoid a Macondo

June 2 2011 - Digital oilfield IT infrastructure

September 20 2011: Unconventional oil and gas exploration, technology and business

October 20 2011 - People and the digital oilfield

November 09 2011 3D seismic land exploration

December 1 2011: Collaboration and the digital oilfield

Jan 2012- advances in seismic

**Feb 15 2011 – Advances in exploration technology
Geological Society - 2nd Finding Petroleum exploration technology forum**

This event reviews some of the most exciting new developments with a range of exploration technology, including geochemical analysis, gravity surveys, satellite image colour analysis, 3D land seismic surveys. It features a talk from Tullow Oil about how Tullow uses a range of integrated geophysics techniques successfully in Uganda.

PROMOTION OPPORTUNITIES

1 exhibition stand in library

Lunch and coffee sponsorship

Overall event sponsor

Advertising in Feb-March Digital Energy Journal to be distributed to attendees - advertising in DEJ event report

**March 16 2011 - New technology for getting more oil out of the ground
Geological Society - 2nd forum on enhanced oil recovery / carbon capture**

Sometimes the easiest way to increase production is look for ways to increase recovery from fields you are already producing. This conference looks at a range of new technology ideas to achieve that, including robot well tools, carbon storage for EOR, new types of drillbits, new tools to understand the reservoir.

PROMOTION OPPORTUNITIES

1 exhibition stand in Geological Society library

Lunch and coffee sponsorship

Overall event sponsor

Paid speaker slots (limited availability)

Advertising in Feb-March Digital Energy Journal to be distributed to all attendees



**April 20 2011: subsurface data and the digital oilfield
Inmarsat conference centre - 3rd Digital Oilfield Finding Petroleum event**

Working with subsurface data isn't easy or cheap - but it might be easier or cheaper than doing more surveys. This conference reviews new advanced techniques which you shouldn't have heard of before for doing more with subsurface data - including new data standards, statistical analysis, different ways to combine subsurface data, ways to manage it, keeping your software portfolio straightforward. Chaired by David Bamford, ex head of exploration and head of geophysics with BP.

PROMOTION OPPORTUNITIES

16 table top exhibition stands in coffee / lunch area

Lunch and coffee sponsorship

Overall event sponsor

Advertising in April-May Digital Energy Journal to be distributed to all attendees - advertising in DEJ event report



May 17 2011 - Technologies to avoid a Macondo Geological Society - 2nd Finding Petroleum event on Macondo

One day conference exploring new technologies which can potentially help avoid another accident like Macondo happening again.

The conference may include: improvements to training / drills, improvements to blow out protectors (remote monitoring, acoustic controls); better QC of cement; audit of the overall safety system; better information flow onboard and to shore (and to regulators); improved information visualisation; improved relationships with vendors.

The conference is intended to help people learn about the latest new technology and ideas which can potentially help avoid Macondo happening again - and provide a showcase to people with relevant technologies they believe might be able to help.

PROMOTION OPPORTUNITIES

1 exhibition stand in Geological Society library

Lunch and coffee sponsorship

Overall event sponsor

Paid speaker slots (limited availability)

Advertising in April-May Digital Energy Journal to be distributed to all attendees - advertising in DEJ event report



June 2 2011 - Digital oilfield - improving the IT infrastructure

4th Finding Petroleum digital oilfield conference

The IT infrastructure is a limiting factor in many company's digital oilfield implementations - overly complex, bespoke, and ultimately unable to provide the right people access to the right data. The ideal infrastructure should be as standardised as your home PC or home heating system - you can replace, add or move components without much thought as to whether or not it will work.

This conference reviews the efforts, service innovations, technologies and standards which can help oil and gas companies achieve an IT infrastructure which delivers more value at lower cost of ownership, and provides opportunities for companies with new ideas / products / technologies to share them with the market.

POSSIBLE TOPICS

Microsoft initiative for standard oil and gas IT architecture
Outsourcing your IT infrastructure
IT as a service
Developments with standards and how it helps
Is there a debate over the right type of architecture?
Keeping your system flexible.
Satellite communications / communications with offshore
Data storage infrastructure
Data communications with the subsurface
Video as part of the architecture
Getting real time data from more different equipment

INITIAL CALL FOR SPEAKING PROPOSALS DEADLINE - Feb 1 2011

PROMOTION OPPORTUNITIES

16 table top exhibition stands in coffee / lunch area
Lunch and coffee sponsorship
Overall event sponsor
Advertising in June-July Digital Energy Journal to be distributed to all attendees - advertising in DEJ event report



September 20 2011: Unconventional oil and gas exploration, technology and business 3rd Finding Petroleum Exploration, Technology and Business event

To make money at unconventional oil and gas exploration, you need to hit the sweet spots - the right data, the right wells, the right surface equipment, the right fracking, the right time, the right finance. This conference looks at new technology developments which can assist - including improved techniques for subsurface data management, tying financial systems with reservoir systems for improved decision making from a financial point of view, improved planning tools. This is the 3rd of our series of Exploration, Technology and Business conferences.

This conference is for people from oil and gas operators involved in unconventional operations looking to find new ideas for how to fine-tune operations, and for people from technology companies and service providers looking to meet new potential customers.

POSSIBLE TOPICS

The production line approach to unconvensionals
Better use of subsurface data
Using microseismics for fracking
Statistical analysis of data
4D computer simulations to help plan surface equipment

INITIAL CALL FOR SPEAKING PROPOSALS DEADLINE - Mar 1 2011

PROMOTION OPPORTUNITIES

4 table top exhibition stands in coffee / lunch area
Lunch and coffee sponsorship
Overall event sponsor
Advertising in Nov-Dec Digital Energy Journal to be distributed to all attendees - advertising in DEJ event report





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October 20 2011 - People and the digital oilfield

Inmarsat conference centre - 2nd Finding Petroleum event on people

Digital oilfield technologies often seem to end up on a collision course with the people who use them. This conference looks at ways that this can be improved. How can people be better convinced that digital oilfield technologies provide them with a benefit rather than a curse, particularly if the main beneficiaries of better data are often different people to the ones who have to enter the data in?

This conference is for people from oil and gas companies looking to learn more about best practise and new ideas with how people work with digital oilfield technologies, and to provide an opportunity for people developing people-friendly digital oilfield technologies and services to meet potential customers.

POSSIBLE TOPICS

Personnel and skill assessment
How demands on staff are changing in the digital oilfield era
Creating the right working environment
Techniques to move information to the right people if the in-depth infrastructure does not exist
When to bring in external expertise
Software tools which tell you if a decision needs higher authorisation
Finding and filling gaps in the overall system
Improved management dashboard tools and how to make them work - early warning systems
Improved alarms management - only hear the alarms which are useful and coupled with an actionable plan
Are oil industry people expected to absorb too much information
Do we need more staff training and drilling
Improving decision making
Using video
3D simulation tools to check a set-up is people friendly

INITIAL CALL FOR SPEAKING PROPOSALS DEADLINE - Apr 1 2011

PROMOTION OPPORTUNITIES

16 table top exhibition stands in coffee / lunch area
Lunch and coffee sponsorship
Overall event sponsor
Advertising in October Digital Energy Journal to be distributed to all attendees - advertising in DEJ event report

**November 9 2011 3D seismic land exploration
Geological Society - 2nd Finding Petroleum event on onshore seismic**

3D seismic surveys are still not used as much on land as much as they are offshore - and onshore production suffers from it. It can be more hassle doing a 3D land survey than a 3D offshore survey because there are more obstructions to consider - but there are plenty of technical improvements to make it easier, particularly lighter, wireless sensors and fibre optic communications. This event is produced and chaired by David Bamford, who was head of geophysics at BP at the time that offshore 3D seismic first became mainstream, and was personally very involved in efforts to get offshore 3D seismic accepted.

The conference is designed for people from operators looking to find out how they can cost effectively use 3D seismic on land to improve recovery - and for people from seismic and technology companies with 3D seismic technology looking to meet customers.

INITIAL CALL FOR SPEAKING PROPOSALS DEADLINE - May 1 2011

PROMOTION OPPORTUNITIES

1 exhibition stand in Geological Society library

Lunch and coffee sponsorship

Overall event sponsor

Paid speaker slots (limited availability)

Advertising in August-September Digital Energy Journal to be distributed to all attendees - advertising in DEJ event report



December 1 2011: Collaboration and the digital oilfield
3rd Finding Petroleum event on collaboration and the digital oilfield

Optimum decision making usually means enabling people with a range of different expertise to contribute to the decision - and for that you need collaboration tools - and for that you need a sophisticated IT infrastructure to share data with people in a format suitable for the way they work with it, and communications tools. This much people have known for many years, but so far very few companies have managed to make it work. We look at methods to make things move along. This is our third conference about collaboration and the digital oilfield.

This conference is for: people from oil and gas operators looking for new ideas about how to improve collaboration and digital oilfield set-ups in their companies, and people from technology companies and service providers looking to share their technologies and meet potential new customers

POSSIBLE TOPICS

The right work environment for collaboration
Providing engineers with information from real time data streams
Connecting real time data with models
Getting real time data from more different equipment

INITIAL CALL FOR SPEAKING PROPOSALS DEADLINE - June 1 2011

PROMOTION OPPORTUNITIES

16 table top exhibition stands in coffee / lunch area
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