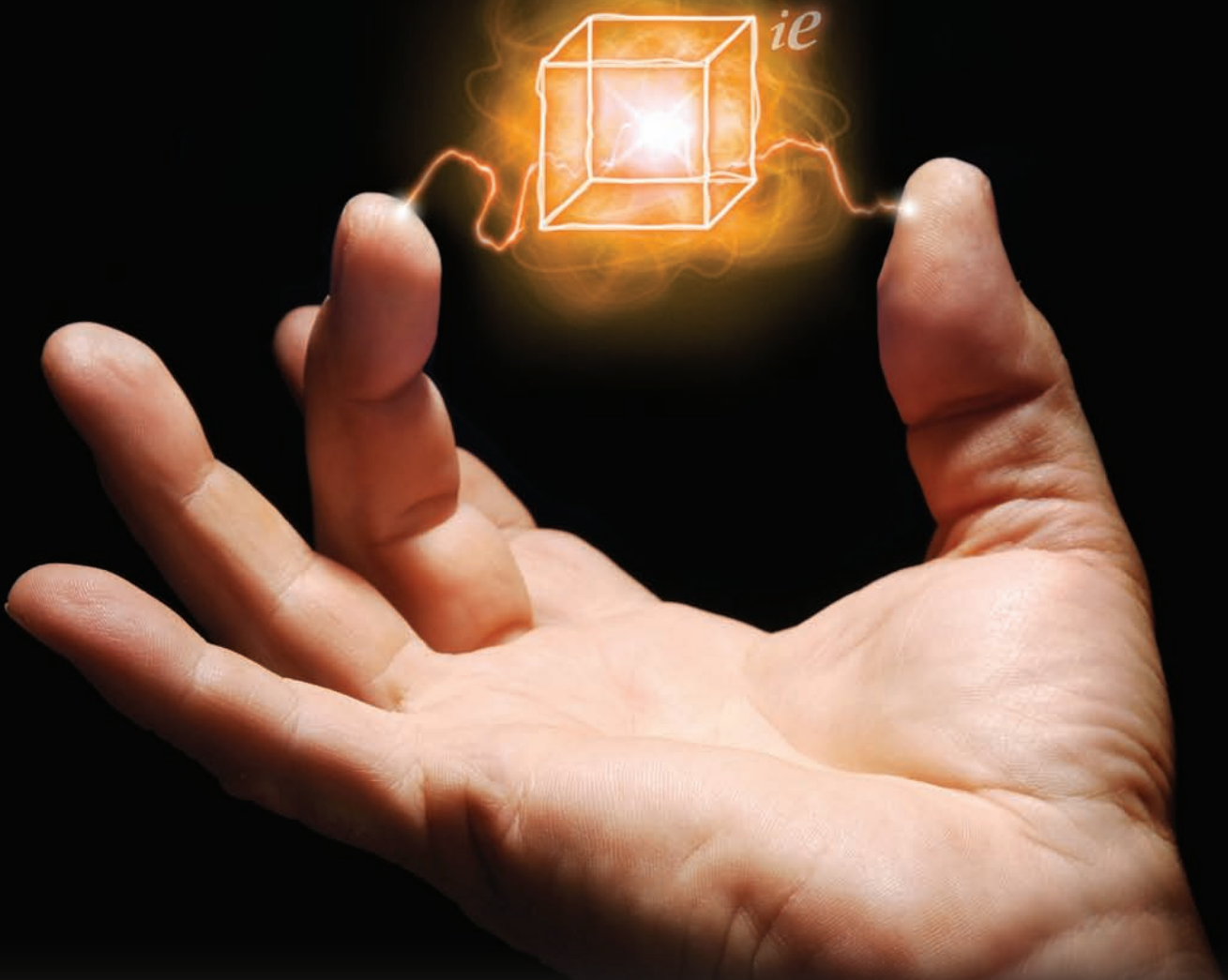


SPE Intelligent Energy | 27-29 March
International | **2012**
Jaarbeurs, Utrecht, The Netherlands

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TRANSFORMATION – TIME FOR DECISIVE ACTION



CALL FOR PAPERS

SUBMISSION DEADLINE: Wednesday 15th June 2011

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WELCOME LETTER FROM THE PROGRAMME COMMITTEE CHAIRPERSON

Dear Colleagues,

On behalf of the programme committee, it gives me great pleasure to invite you to submit a paper proposal to the 2012 SPE Intelligent Energy International Conference.

Our industry faces a number of ongoing fundamental challenges. Firstly, the accelerating decline rate of existing reservoirs and the smaller size and complexity of newer ones require increased technology intensity and integration to enhance reservoir understanding, improve production management, and increase recovery. Secondly, operations are ever more challenging as we continue to move to deeper, harsher, or more remote locations. Thirdly, to address the demographic challenges in our industry, a large and more diverse number of employees will be hired into our industry and will need to be trained, deployed and supported.

The industry is constantly looking for means to improve drilling operations, enhance production management and recovery rates, mitigate risks, and improve safety, quality and efficiency. In addition, the industry needs to accelerate the development of people while leveraging knowledge and expertise across the breadth of oil and gas operations.

At the 2006 conference, we looked at technologies and tools to enable intelligent integrated operations. In 2008 we focused on the process, people and organisational aspects to accelerate implementation. In 2010, excellent examples of value creation from many companies were demonstrated and we better understood the challenges of moving to an 'adoption at scale' phase. In 2012, we will look at the entire transformation cycle, set our vision to achieve the sustainability stage of making Intelligent Energy 'business as usual' in our industry, and understand the decisive actions required to get there.

The programme committee invites you to share your experiences and results along this transformative journey. We look forward to reading your paper proposals and meeting you at the conference.

Sanjay Kanvinde, Schlumberger
Programme Committee Chairperson

“Having participated in each of the prior IE conferences, the 2010 event built on the success of the prior conferences but more importantly highlighted the success of people in the industry adopting Intelligent Energy in their day to day business processes and applications...”

Brady Murphy, Vice-President Europe Africa Region, Halliburton (2010 IE Conference Co-Chairperson)

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TRANSFORMATION – TIME FOR DECISIVE ACTION

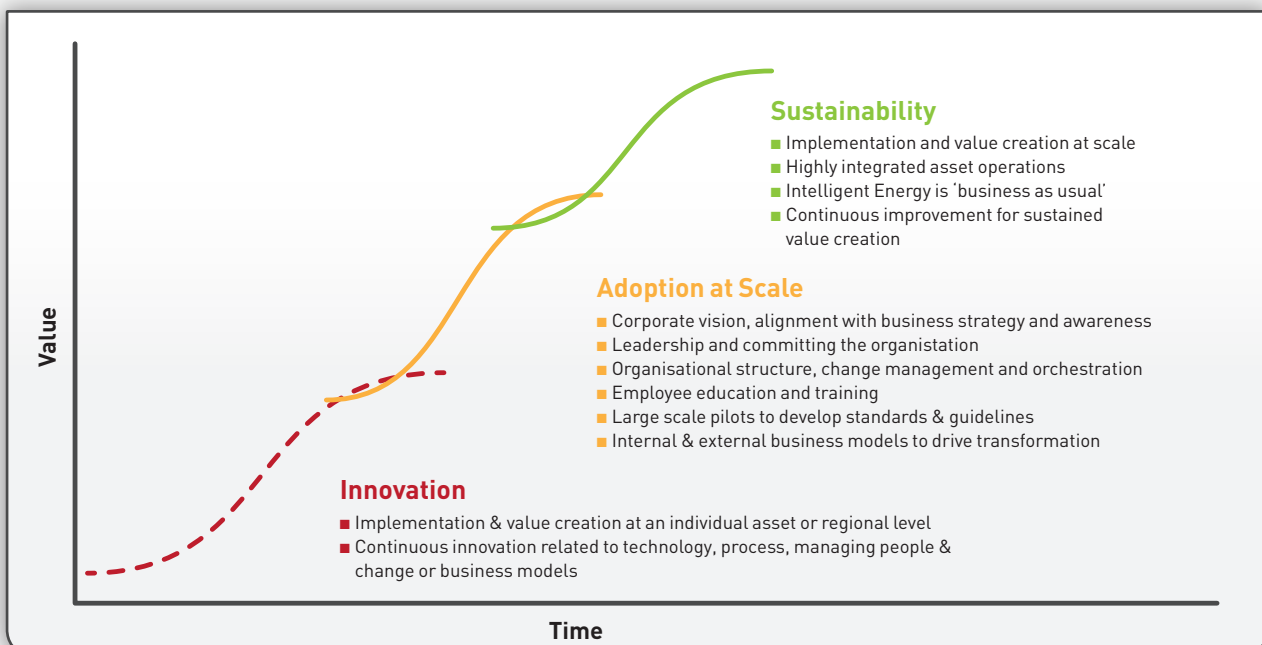
As companies have implemented intelligent energy initiatives in their organisations, they have transformed themselves along three maturity stages:

Innovation: Companies start small scale innovative implementations in an individual asset or region, usually driven by local leadership. In many cases, technology or service companies contribute to these specific successes. These initial successes catch the attention of senior management and companies get organised to move to the next stage. Often the leading asset or region continues to innovate with technology, process, people management and business models, and feeds experiences into the overall corporate programme.

Adoption at Scale: In this stage, companies formulate the corporate vision, align the initiatives with the business strategy and raise awareness about the programmes. Executive leadership and support play a huge role in committing the organisation to this transformative process. The proper organisation structure, change management and orchestration mechanisms, are put in place. Employees are trained and several large scale pilots are conducted to develop the standards and guidelines for companywide implementation. New internal and external business models are developed to support the implementations. The technology and service sector gains confidence in the business potential and begins to invest and proactively engage operators.

Sustainability: In this stage, companies create value at scale through wide implementation of their intelligent energy initiatives. Assets work in a highly integrated manner and intelligent energy practices become 'business as usual', delivering a new level of performance. Business models and organisation capabilities continually improve to deliver sustained value.

Various companies, regions and industry segments are at different levels of maturity and are striving towards the sustainability stage of making intelligent energy 'business as usual'.



We invite you to share your experiences and results along this transformative journey.

Paper proposal submissions are invited in, but not restricted to, the following areas of interest:

Exploration, Drilling and Production ● Logistics, Operations and Projects and Maintenance ● Quality and Health, Safety and Environment and Operations Integrity ● Cross Domain Workflow Integration and Optimisation and Integrated Asset Management ● Reservoir Modelling and Simulation, Automation, Predictive Technologies and New Science & Technology ● Employee Training and Development.

PAPER PROPOSAL SUBMITTAL GUIDELINES

SUBMISSION DEADLINE: Wednesday 15th June 2011

1. Obtain necessary clearance from your management
2. The paper proposal must be no more than 300 words in length and should include a description of the proposed paper results/conclusions and the technical category most applicable to your paper
3. The paper proposal must be received by Wednesday 15th June 2011
4. **Submit your paper online at www.intelligentenergyevent.com/europe/callforpapers**
5. Authors of paper proposals selected for the conference will be notified at the end of July 2011
6. Please note that, if accepted, your paper proposal may be published, as submitted, in conference information media, including on the event website or may be requested to feature in an online live session
7. Authors whose paper proposals are accepted will be required to provide a manuscript for inclusion in the conference proceedings CD. Authors who do not submit a manuscript and the associated publication forms by the manuscript due date will be withdrawn from the programme and will not be allowed to present
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9. SPE assumes no obligation for expenses incurred by authors for travel, lodging, food or other incidental expenses
10. Please note: if you are interested in having a technical paper published without presenting at a conference, you should submit the paper as an unsolicited manuscript. For more details, please visit www.spe.org

A Word about Commercialism

SPE has a stated policy against use of commercial trade names, company logos, or text that is commercial in tone in the paper title, text or slides. Use of such terms will result in careful scrutiny by the programme committee in evaluating abstracts and the presence of commercialism in the paper may result in it being withdrawn from the programme.

“IE10 was a great opportunity for senior operations, technology and management representatives to come together and learn from each other’s experiences.”

**Judson L Jacobs, Director, Upstream Technology, IHS Cambridge Energy Research Associates
(2010 IE Executive Committee Member)**

