



Upstream Digital Transformation Conference Europe

LONDON | DECEMBER 1 - 2



Reduce costs, overcome emerging challenges, and decrease your environmental impact with change management strategies for successful digital transformation

100+ DELEGATES

15+ EXPERT SPEAKERS

16+ TECHNOLOGY DEMONSTRATIONS

“Very well organised, good forums and good speakers”
Imran Khan, Engineering Information Manager, Shell

SPEAKERS INCLUDE



REGISTER TODAY >>

WELCOME TO UDT EU LIVE 2021

The World of Oil and Energy is Changing; it's Time you Changed with it... Gain Insights on Optimising your Operations to Reduce Costs and Progress Towards Net Zero in Today's Dynamic Market

After a turbulent period for oil and energy companies, it is finally time for some much needed in-person networking and knowledge sharing. You will have the opportunity to connect with senior figures and decision makers from operators, service companies, and expert consultancies. We aim to assist the energy sector in finding change management solutions alongside technical advancements to accelerate digital transformation initiatives at a

time when it is needed most. Following up on UDT EU Virtual at the beginning of the year we have conducted extensive research to ensure we are focusing on the issues that matter to our attendees, speakers and sponsors. From upstream oil & gas, data, and the energy transition going beyond technology to change management issues is a major priority for energy companies right now.

Engage with the leaders of digital transformation from major, independent, and regional operators such as Aker BP, Equinor, Neptune Energy, OMV Petrom, Shell, and Wintershall Dea. Network in-person with these and other key operators alongside expert suppliers and industry bodies.

Join us in London this December to welcome back an era of cooperation! Please reach out to me directly to discuss anything related to speaking, sponsoring, or attending UDT EU LIVE 2021.



TOMMY ANGELL
Director - Offshore Network
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100+
Senior Digital Transformation Decision Makers



30%
Attendance from Major, Independent or Regional Operators



15+
Leading Subject Matter Experts Sharing the Latest Digital Transformation Best Practice



16+
Demo's in our Innovation Technology Showcase Hall



2 Days
Of Carefully Scheduled In-person Networking and Knowledge Sharing



REGISTER TODAY >>

KEY CONFERENCE THEMES

CHANGE MANAGEMENT

Discuss how a change in mind set can increase frontline adoption of new technologies and techniques to get the best results from transformation projects

COLLABORATION AND PARTNERSHIPS

See examples of why collaboration has rarely been so important for energy companies with increasing pressure to reduce emissions, lower costs, and transition to more sustainable energy sources

BUSINESS CHANGE

Consider a business first approach to ensure the correct structure is in place to more accurately identify opportunities to implement new technologies and methods thereby reducing risk on transformation investments

DATA

Understand the value of advanced data management and solutions to increase acceptance of new procedures and ensure a higher a return on investment for upstream projects

ENVIRONMENTAL IMPACT

Get ahead in the race to net zero by discovering the power behind digital transformation initiatives that aim to minimise methane and CO2 emissions

ENERGY TRANSITION

Analyse the opportunities digital transformation brings when streamlining operations and how these can transfer directly to alternative forms of energy such as wind and hydrogen

UDT EU LIVE 2021 SPEAKERS INCLUDE



EXPERT SPEAKERS

OPERATORS



KAVEH POURTEYMOUR
Chief Information Officer
Neptune Energy



JACO FOK
Senior Advisor Digital & Commercial Strategy
OMV Petrom



JAMES ELGENES
Manager Subsurface Data & Information
Equinor



STEF JACOBS
Upstream Digital Project Manager
Shell



PRASHANT KUMAR SONI
Digital Strategist – Concept development & Technology
Aker BP



MATTHIAS HARTUNG
Specialist Data Governance, Digital & Technology
Wintershall Dea



HELGE VIGRESTAD
Digitalisation Manager
Var Energi



BENJAMIN SOKOLOWSKI
International Transformation Specialist
Wintershall Dea



VICTOR AJAYI
Senior Cyber Security Specialist
Chevron



SEAMUS DORRIAN
Digital Technology Manager
Shell



ESTHER DIEDEREN
Digital Transformation Lead
Spirit Energy

EXPERT SPEAKERS

DIGITAL SOLUTIONS PROVIDERS



STUART BROADLEY
Chief Executive Officer
Energy Industries Council



TOM CAVE
*Emissions Transparency Data eXchange
Working Group*
PIDX



PAUL MARKWELL
Executive Advisor
Incture



ESBEN THORUP
Head of Digital Innovation
Maersk Drilling



ENRICO SAPERDI
Technical Director
Wellsite Software

“Great participatory conference
lots of real world practical experience
and challenges shared very openly”

**David Hartell, Senior Development
Manager, Premier Oil**

“Content was very interesting.
Excellent mix of personnel from the
industry operators & service companies”

**Iain Fraser, Account Manager,
Schlumberger**

“I really enjoyed sharing time with the
attendees of this conference. Knowing what
companies do and knowing the people of a
company personally to accomplish work is
very different”

J Fishman, BD, LORD

AGENDA

Section One: Change Management

Culture Change, Data, and Technology

- Discuss how cultural change must be at the heart of new transformation ventures and how the correct incentives must be in place to encourage people to change the way they work
- Consider how to scout and test new technology with enhanced external collaboration paving the way to for meaningful change to how your business works
- Continue the discussion on how broader cooperation in the energy sector is still needed to acknowledge failed experiments as well as celebrating successes

James Elgenes, *Manager Subsurface Data & Information, Equinor*

Come Closer to Digital Solutions to Enhance your E&P Operations

- Discover how overburdening the end-user with a new tool can be counterproductive and instead consider how you can highlight the value added to those adopting the solution on the ground
- Examine the benefits of a clear roll out structure to ensure frictionless adoption to increase effectiveness and the return on investment for your E&P transformation projects
- Avoid frustration with your end-user by looking beyond the technology and considering a people first approach that ensures positive change for your operations

Benjamin Sokolowski, *International Transformation Specialist, Wintershall Dea*

Preparing our People for Tomorrow

- Understand how new ways of thinking are every bit as important as the technology you're using with expert examples of digital transformation
- Consider moving from a project centric approach to a product centric approach and how this can help you achieve your transformation goals
- Analyse Aker BP's exemplary example of 'new ways of working' through competence development that highlights how effective change management can be utilised in your organisation

Prashant Kumar Soni, *Digital Strategist – Concept development & Technology, Aker BP*

Section Two: Collaboration and Partnerships

Open Collaboration on Digital Solutions for Operators

- Discover Shell's approach to developing crucial partnerships with suppliers and technology companies with a view on how a similar mind set can keep your transformation goals on target
- Examine how a major operator accelerates their digital journey through established commercial partnerships with focused examples on asset management and transformation projects
- Explore driving towards a fully digital, agile and optimised asset that enables more dynamic operations building towards an 'intelligent asset' where everything is integrated

Seamus Dorrian, *Digital Technology Manger, Shell*

Digitalizing Workflow Across Partners in Drilling Operations - a Step Change for the Industry

- Today process of handling well construction information between the Operators drilling program and all parties involved in the drilling operations is urgently in need of modernization.
- Through close collaborations with leading Operators, Maersk Drilling has developed and deployed a first-of-a-kind digital offering, that provides the drilling program information across to involved teams from both Drilling Contractor, Operator and Service Companies – offshore and onshore – directly connecting front-line rig crew with the required instructions to drive efficient rig operations
- The Drilling Process Platform (DPP) offering provides improving coordination, preparedness, communication, and transparency both on- and offshore, and is a steppingstone for further digitalization and efficiency gains in drilling operations.

Esben Thorup, *Head of Digital Innovation, Maersk Drilling*

AGENDA

Section Three: Data

Mining Data Warehouse Value using Self-Service Analytics

- Learn from an in depth case study on setting up a data warehouse in all back office systems and see how projects like these can bring astounding value to your business
- Understand how the project was set up from use case definition, data warehouse design, mobilisation and training of citizen developers to better understand current best practices
- Discuss the importance of effective change management when motivating and training citizen developers to get the best outcomes for your projects and increase your return on investment

Jaco Fok, *Senior Advisor Digital & Commercial Strategy, OMV Petrom*

Data Governance Enabling Digitalisation

- Review a detailed showcase of the necessity and value of a data-centric approach for upstream organisations that keeps your data healthy and increase efficiency
- Consider an open dialog for collaborating on data governance with the goal of forwarding progress on digital transformation projects essential for the energy sector
- Realise the benefits of becoming a digitally savvy organisation and how to upscale & upskill from successful pilots to increase your understanding of applied data governance

Matthias Hartung, *Specialist Data Governance, Digital & Technology, Wintershall Dea*

Data Standards and Best Practice for Energy Companies

- Evaluate the advantages of standardising data management in your organisation to deliver increased efficiency, cost savings and data integrity
- Discover real economic benefits with real-time data analysis using a specially developed protocol, ETP, that improves safety across multiple offshore assets from one central nerve centre
- Reflect on how to improve the scope and accuracy of your analytics through standards that target two critical issues around access to ample relevant data and ensuring that data is trustworthy

Philip Neri, *Director of Marketing, Energistics*

Security, Data, and Transformation

- See how Chevron is evolving from legacy systems by moving to the cloud, the cyber security considerations this brings and how to safely advance technology as a leading operator
- Consider how leadership teams can take more accountability for data with a top-down approach that speeds up progress on cyber security projects therefore improving data knowledge sharing
- Understand how improved security can give confidence to closer industry collaboration on data while encouraging its use more widely and enhancing best practices on data management

Victor Ajayi, *Senior Cyber Security Specialist, Chevron*

Improving Data Integration between Upstream, Development, Exploration and Wells

- Gain understanding on how to make multi-department data integration tangible and give equal shared insights between teams that improves efficiency for all stakeholders
- Break down silos within your business to ensure increased collaboration that maximises your resources and return on investment for data centric solutions
- Enable closure of The Deming Circle by understanding the fundamentals in a practical and applied environment relating to data integration across your upstream departments

Stef Jacobs, *Upstream Digital Project Manager, Shell*

Section Four: Environmental Impact

Sustainability and Reducing your Environmental Impact

- Examine key new projects backed by company leadership that increase energy efficiency, save money, and reduce your carbon footprint
- Analyse a scalable energy management project that reworks processes offshore to ensure day to day working activity is made more energy efficient
- See how building awareness of emissions internally through tracking CO2 outputs can increase awareness throughout your company in terms of keeping costs and environmental impact to minimum

Helge Vigrestad, *Digitalisation Manager, Var Energi*

AGENDA

The Importance of Foundational Master Data in Driving Down Greenhouse Gas Emissions

- See how the industry is progressing on Scopes One and Two emissions, but also identify the size and complexity of Scope Three emissions to build an effective plan
- Understand the role of the Petroleum Industry Data eXchange to monitor emissions, however also note the immediate and relatively straight-forward things we can all do to address this issue
- Review the practical examples of how companies can simultaneously improve their bottom-, top- and green-lines through digital transformation

Tom Cave, *Emissions Transparency Data eXchange Working Group, PIDX*

Section Five: Energy Transition

Panel Discussion: Energy Transition, Leveraging Data & Digitalisation to Measure & Control What Matters

- Transfer existing upstream assets towards low carb/net-zero, thereby remaining competitive and attractive to stakeholders while meeting expectations on sustainable resource management
- Understand the UN Sustainable Development Goals and your organisation, as an operator or supplier, can keep on top of targets while reducing costs and increasing profitability
- Take a closer look at the role of oil and gas in driving to a renewable future and your companies role transforming the energy sector

Moderator: Stuart Broadley, *Chief Executive Officer, Energy Industries Council*

Jaco Fok, *Senior Advisor Digital & Commercial Strategy, OMV Petrom*

Kaveh Pourteymour, *Chief Information Officer, Neptune Energy*

Matthias Hartung, *Specialist Data Governance, Digital & Technology, Wintershall Dea*

Structure Change

- Examine the value of digital technology and truly understand the necessary changes operators must embrace to utilize it effectively
- Build a top-down human factor strategy to ensure you efficiently achieve the long term benefits of digitalization with minimum disruption to change
- Understand the importance of developing and promoting digital adoption to maximise the value of digitalization across your upstream assets

Esther Diederer, *Digital Transformation Lead, Spirit Energy*

Sustainability and the Role of Oil in Energy Transition

- Reflect on the changing dynamics of being an operator, how environmental impact and energy transition are coming to the fore alongside continued oil and gas operations
- Understand how digital transformation increases sustainability for oil and gas operations both environmentally and economically with a view on the role these activities will play for energy companies moving forwards
- Examine the impact of new digital ways of working and how an agile mind set is not only positive for oil and gas operations but also applicable to projects focused alternative forms of energy generation

Kaveh Pourteymour, *Chief Information Officer, Neptune Energy*

WHO ATTENDS UDT EU?

UDT EU is fast becoming the annual meeting point for leading operators to come together and discuss the state of the market, define their digital transformation strategy and collaborate with solution providers

30% of Attendees were Operator Representatives

INDUSTRY BODIES & NON-PROFITS



7 MAJORS



INDEPENDENT & REGIONAL OPERATORS



TECHNOLOGY & SERVICE COMPANIES



JOIN THEM NOW >>

AUDIENCE OVERVIEW

100+ attendees will join us in London

UDT EU ATTENDEES BY COMPANY TYPE



- **40%** Operators, Regulators and Industry Bodies
- **40%** Service Companies
- **20%** Technology Companies

UDT EU ATTENDEES BY JOB FUNCTION



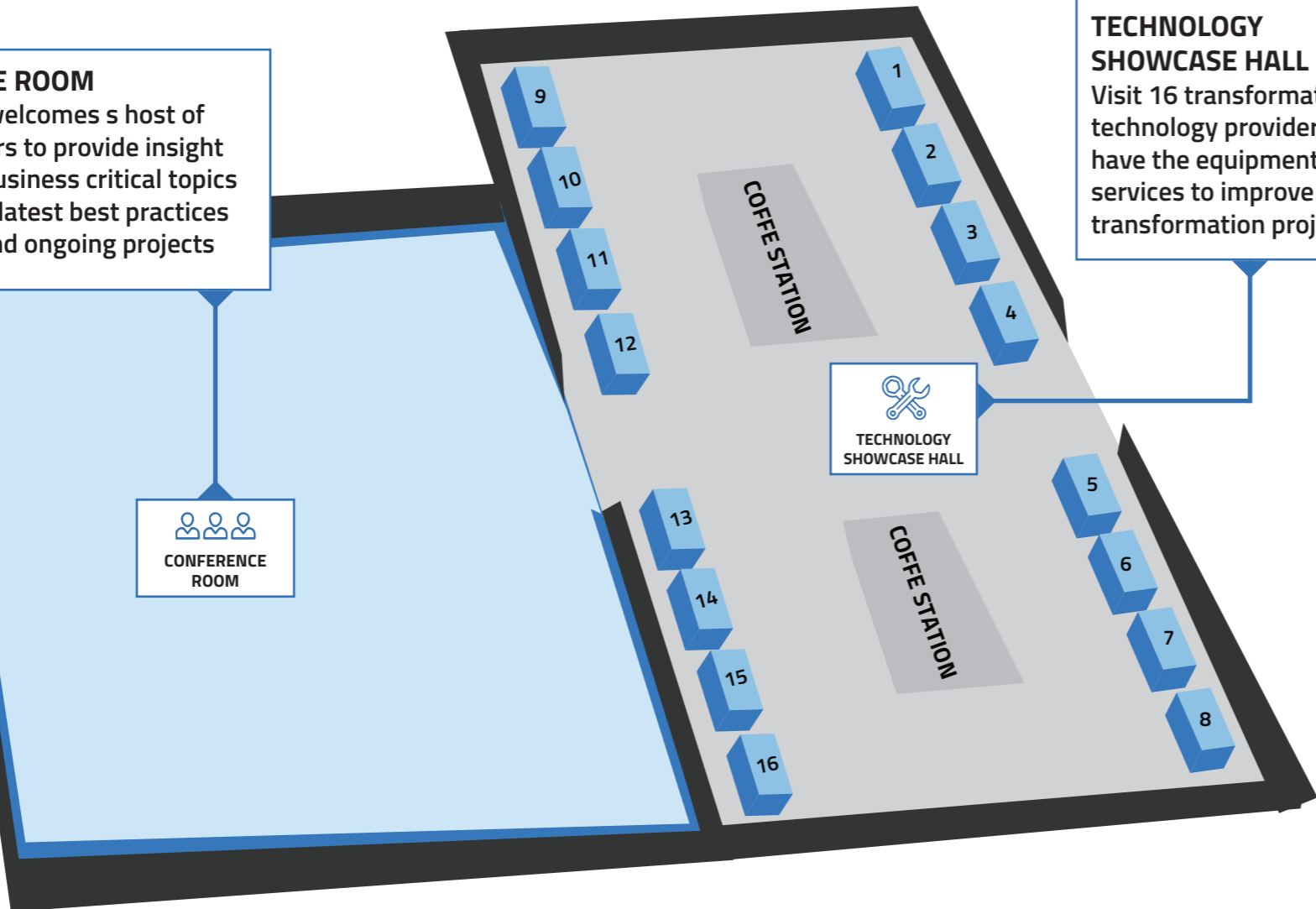
- **40%** Senior Management
- **28%** Digital Engineering Management
- **22%** Business Development
- **5%** C-Level
- **5%** Other

Companies Who Attend UDT EU

- | | |
|-----------------------|------------------------|
| Aker BP | Siemens Energy AS |
| Baker Hughes | Siemens Gamesa |
| BloombergNEF | SOCAR |
| BP | Spirit Energy |
| CEPSA | TechnipFMC |
| Chevron | T-Mobile |
| ConocoPhillips | Total |
| DATA GUMBO | Var Energi |
| Emerson | Visagio |
| Eni | Wintershall Dea |
| ExxonMobil | Wipro |
| EY | |
| Halliburton | |
| Infosys | |
| Intelligent Plant | |
| Kongsberg Digital | |
| LTI | |
| Neptune Energy | |
| OMV Petrom | |
| Petrobras | |
| Petrofac | |
| Premier Oil | |
| Proserv | |
| Repsol | |
| Schlumberger | |
| Shell | |

SPONSORSHIP & EXHIBITION

CONFERENCE ROOM
 UDT EU LIVE welcomes a host of expert speakers to provide insight on the most business critical topics and share the latest best practices from recent and ongoing projects





TECHNOLOGY SHOWCASE HALL
 Visit 16 transformative technology providers who have the equipment and services to improve your transformation projects


 Share the stage with major, regional, and independent operators to position yourself as a key solutions provider for digital transformation in the UK and Europe

 Launch your latest innovative technologies and transformation processes to 100+ potential buyers in the energy sector

 Position your brand as a leading digital service provider through our website, social media groups, brochure and onsite at UDT EU LIVE

 We will assist you in securing onsite meetings with your target clients from operators and well service companies

 Host an interactive lunch and learn session on a business-critical topic to a room of selected potential clients and partners

 Display and demonstrate your tools and solutions in our Technology Showcase Hall to prospective clients

CURRENT SPEAKERS & EXHIBITORS



Get in touch with **TOMMY ANGELL** to discuss speaking opportunities - tangell@offsnet.com | +44 (0) 203 411 9184

REGISTRATION

JOIN CONFIRMED ATTENDEES FROM:



REGISTER BEFORE ALL PASSES SELL OUT!



Call us directly on
+44 (0) 203 411 9184
to secure your place



Register online
Click here >>



Email us directly at
tangell@offsnet.com
with your chosen pass type

PREMIUM PASS

£1195_{+VAT}

EARLY BIRD

Deadline: November 5th 2021

- ✓ 2 Day Conference Pass
- ✓ Access to technology showcase hall
- ✓ Networking drinks reception and luncheon
- ✓ Post conference proceedings

Additional Premium Pass Features:

- ✓ Prereferential Access to Training Workshops
- ✓ Priority conference room seating
- ✓ Express registration

STANDARD PASS

£1095_{+VAT}

EARLY BIRD

Deadline: November 5th 2021

- ✓ 2 Day Conference Pass
- ✓ Access to technology showcase hall
- ✓ Networking drinks reception and luncheon
- ✓ Post conference proceedings

DATE: 1-2 December 2021

VENUE: London, UK

SEND YOUR TEAM: CONTACT US TODAY FOR GROUP DISCOUNTS

Email Us: tangell@offsnet.com

Call us: +44 (0) 203 411 9184

Before space runs out!



REGISTER TODAY >>

Terms & Conditions: Payment Policy: Full payment is due within 28 days of ticket reservation and must be paid in full 1 week prior to event registration, whichever comes first. Registration will not be confirmed until full payment has been received. Cancellation and Refunds: Cancellations must be received in writing. If cancellation is received within 28 days of the conference, the attendee will receive a full credit to a future conference. If cancellation is received more than 28 days from the conference, Offshore Network Ltd will retain 10% of the attendance fee for administration purposes or offer a full credit to a future conference. Places are transferable at no extra charge. If Offshore Network Ltd cancels a conference, payments received at the cancellation date will be credited back in full to all attendees. All conference credit notes remain valid for 2 years. Changes to Conference Programme and Agenda: Offshore Network Ltd reserves the right to postpone or cancel an event, to change the location or alter the advertised speakers for an event at any time. Any Changes to the agenda will be updated on our website as soon as possible.