



<i>Committee:</i>	
Communications Committee	
<i>Chair/Submitted by:</i> Gbenga Oluyemi	<i>Date:</i> 17/01/2012

Specific Issues

Opt –out from paper copy of SPE Review

The issue of opting out of SPE paper copy has been extensively discussed by JCC. It was agreed that allowing mass opt-out was not commercially viable at this stage and certainly not in the best interest of our financial objective for SPE Review, especially given M&M’s evidence that advertisers would pull out of advertising for an e-magazine SPE-UK Website. However, since some members have indicated interest in receiving only e-copy through their feedback, it was agreed that the opt-out message will be put on SPE Review in very small prints.

SPE Directory Commercialisation Proposal.

JCC seeks SPE Aberdeen Board’s approval for the SPE Directory commercialisation proposal (see the attached proposal and brochure)

SPE-UK website improvement project

The website development project has been put off until such a time the SPE directory has generated enough revenue that can be used to finance the project.

Communications Committee needs new volunteers

CC needs new volunteers to help out with some of its activities; The majority of the current members are becoming increasingly busy at work with professional assignments taking them out of UK leaving them with no time for the committee’s work.

Past Activities (Past Reporting Period)

Comments:

SPE Directory commercialisation plan

Future Activities

Comments:

SPE Directory commercialisation

Ongoing SPE Review management

SPE London and Aberdeen Sections JCC Directory Commercialisation Proposal

Purpose: To propose a system by which the SPE UK company directory can be advertised to companies

Background

The SPE UK company directory was being run by Imajica and a small percentage of their income was coming to SPE UK. It was linked from the SPE UK website. It was decided by the JCC to set up our own company directory and link this from our website rather than the Imajica version. SPE UK could then receive a much larger percentage of the profits from this website. The amount of £5,950+VAT was spent in website development with SiteKit to produce a directory as a sub-site of the current SPE UK website.

The issue now arises of who will take care of the administration behind the company entries, including cleaning up the current directory entries (making sure contact details are correct), asking current directory entries if they want to renew their subscription for next year, upselling the silver/gold entry to current bronze listings and bringing new companies on board.

In M&M's letter agreement, signed on 12th May 2010, they have agreed to a primary service to be delivered on the website of all aspects of selling advertising and uploading of the advertising to appear on the website www.spe-uk.org (clause 3.4). They have also agreed to all aspects of the financial management of the sale of advertising on the website. This includes the invoicing, collection and accounting of all receivables associated with www.spe-uk.org, including advertising charges (clause 8). The remuneration for this website work was agreed at 20% commission for all advertising. An ad-hoc charge of £60/hour was agreed for any additional work, including website work.

The key issue here is whether the directory work counts as pure advertising, or whether it should be considered as additional work. If it counts as pure advertising then M&M should take on the work without question. However, it was not something that was in control of SPE UK at the time of the letter agreement and so could be considered outside of pure advertising.

M&M have expressed the concern of taking the additional work on as they are a small company. They have also expressed a concern of taking the risk of paying their advertiser partner up front for the clean-up work as the revenue will be uncertain at that stage.

Their advertising partner has quoted a cost of £300 for cleaning up the current directory entries.

Business models

The following business models are proposed:

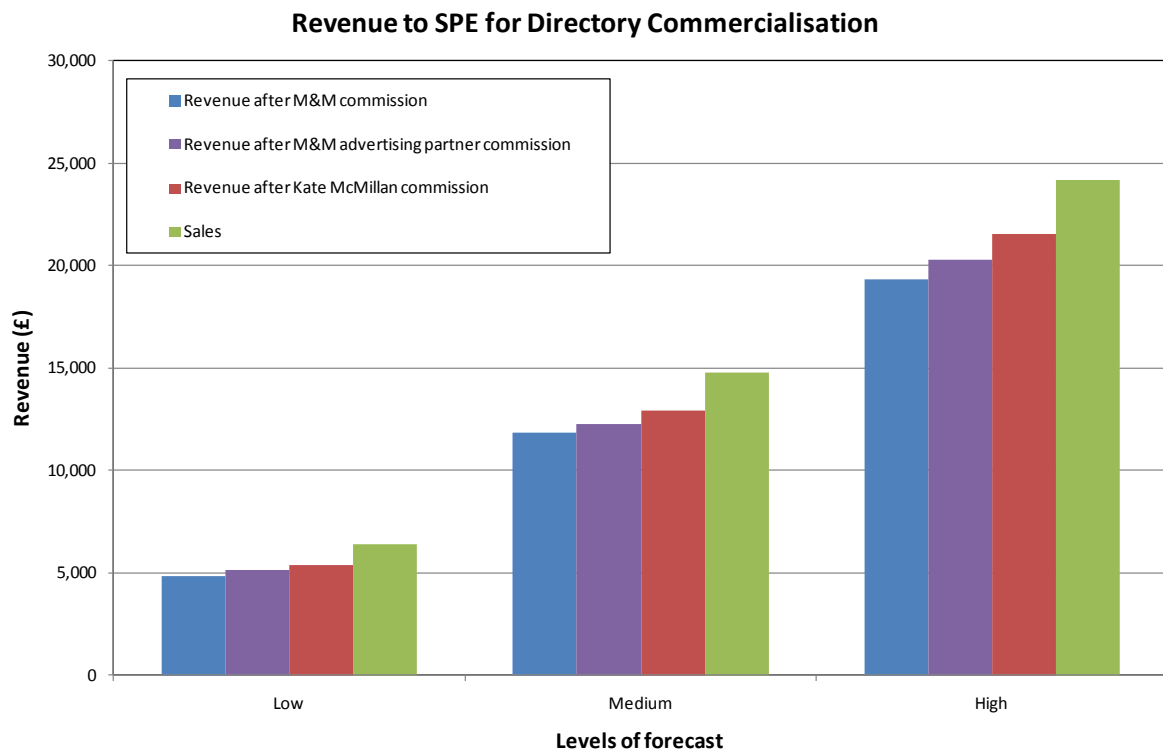
- 1) 20% commission with SPE UK paying M&M £300 in advance. This advance would be paid back after they achieved £1,500 or above in commission

- 2) 15% commission to M&M's advertising partner directly with SPE UK paying £300 to said advertising partner for initial clean-up work.
- 3) 10% commission to Kate McMillan with SPE UK paying Kate £400 on top of commission. This fee will be reduced to £200 after she achieved £1,500 or above in commission.

Possible scenarios:

- 1) Low – 16 companies at £400
- 2) Medium – 32 companies at £400, 2 companies at £1000
- 3) High – 48 companies at £400, 5 companies at £1000

Model	Low			Medium			High		
	Sales	Commission	Revenue	Sales	Commission	Revenue	Sales	Commission	Revenue
1	6400	1280	4820	14800	2960	11840	24200	4840	19360
2	6400	960	5140	14800	2220	12280	24200	3630	20270
3	6400	640	5360	14800	1480	12920	24200	2420	21580



Administration costs

There will be administration costs associated with the process such as sending email to company explaining how to pay and how to create username, assigning JCC created entries to company's usernames, keeping track of payments, approving entries once payment is received and dealing with any other queries from the company.

Kate has agreed to take this on at a rate of £15 per company.

Payments

This would either be done by invoice or by credit card via Kate's event booking website. Directly by credit card has the advantage that it is quick and simple, but it incurs a 3.2% transaction charge. However, the advantage of the simplicity probably outweighs the disadvantage of the transaction charge.

Total revenue after commission, administration costs and transaction charges

Possible scenarios:

- 1) Low – 16 companies at £400
Administration cost = £240
Transaction cost = £205
Total cost = £445

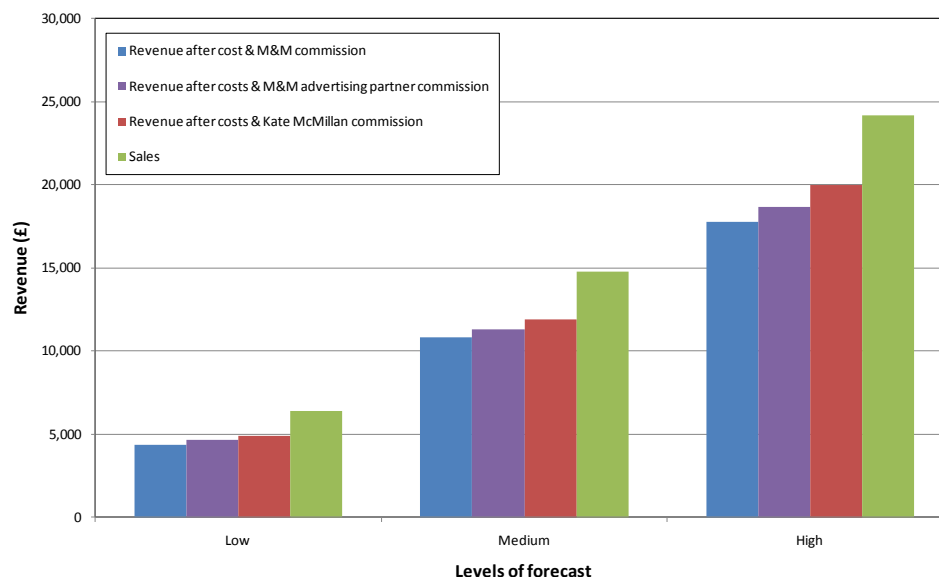
- 2) Medium – 32 companies at £400, 2 companies at £1000
Administration cost = £510
Transaction cost = £474
Total cost = £984

- 3) High – 48 companies at £400, 5 companies at £1000
Administration cost = £795
Transaction cost = £774
Total cost = £1569

Revenue with costs subtracted:

Model	Low				Medium				High			
	Sales	Comm.	Costs	Rev	Sales	Comm.	Costs	Rev	Sales	Comm.	Costs	Rev
1	6400	1280	445	4375	14800	2960	984	10856	24200	4840	1569	17791
2	6400	960	445	4695	14800	2220	984	11296	24200	3630	1569	18701
3	6400	640	445	4915	14800	1480	984	11936	24200	2420	1569	20011

Revenue to SPE for Directory Commercialisation



SPE London and Aberdeen Sections JCC Directory Commercialisation Workflow

Purpose: To sell entries in SPE UK company directory companies

Background

The SPE UK company directory was being run by Imajica from the SPE UK website. It was decided by the JCC to set up our own company directory and link this from our website rather than the Imajica version. This project was completed in February 2011 when all the entries were copied from Imajica's version to ours, keeping exactly the same contacts and updating websites where appropriate.

To the best of our knowledge, companies have not been approached since February 2011 when we made the switch from Imajica's directory to ours although Imajica may have approached them without our knowledge.

Imajica charged £350 per annum for entries on their directory. We have 3 levels of entry – gold - £1000, silver - £400 and bronze - free. The silver listing is the equivalent of the Imajica directory entry, but companies can now edit their entries themselves so they can keep all their information up-to-date. We have also included a Google map functionality which was not there in the Imajica version.

Some companies have been upgraded for free – BellTree group has been upgraded to Silver level for free as they were the first company to register on the new directory. The recruitment companies have been upgraded to gold for free so that we could show people what gold listings looked like.

Workflow

- 1) Contact company through contact details on directory entry.
- 2) Explain that we have developed a new and improved company directory with self-editing capability and ask if they would like to renew their subscription for 2012. If no, delete their entry. If yes, proceed to (3).
- 3) Sell silver/gold level to them for 2012.
- 4) Send email explaining how to pay and asking them to create username and password if haven't already got one. This will be the case if they were transferred from Imajica's directory as we created their entry. We have had some people sign up to the directory themselves throughout the year on bronze listings, they will have created their own usernames at that stage (email notification automatically goes to Allan – this should be changed to Kate if she takes the work on). Note – we can't do create a username and password for them as they can't change their password.
- 5) Assign 'self-edit data owner' to this username for their company's listing. Email notifying them they can now edit their entry.
- 6) If they haven't paid in 7 days, send a reminder email, warning them their entry will be deleted.

- 7) If they haven't paid in 14 days, set their entry to 'not approved to publish' and let them know their entry has been taken off. If they now pay, you can set their entry back to 'approved to publish'. Otherwise, delete their entry a few days after.

Future work

Depending on the success of this process, we may start an advertising campaign through SPE Review to generate more business for the directory.

Improvements to current workflow

It would be useful for users to be able to change their passwords themselves.
It would minimise the administration burden if the listing automatically expired after one year and sent a reminder to an administrator one week before so that they could contact the company and ask to renew.



The SPE in the UK

The SPE has around 4,500 members in the UK, each of whom is affiliated to one of three sections in Aberdeen, London and Great Yarmouth.

The SPE London Section and Aberdeen Section work closely with the industry, the government, institutes and academia to advance the learning of its members in all aspects of the industry; offshore, onshore and internationally. Our members are active in all walks of life within our industry and we hold cross disciplinary seminars with our colleagues across many institutes and organisations.

To learn more about the SPE in the UK, visit www.spe-uk.org

To see the directory, visit www.spe-uk.org/SPEDirectory

The SPE UK Company Directory

The website

The SPE UK website is shared between the London section and the Aberdeen section. There is currently a monthly average number of visitors to the site of 2,500.

The directory

The SPE UK Company Directory currently has over 50 companies subscribed. The benefits of subscribing are:

- Increased exposure to a targeted audience of oil and gas professionals
- Potential customers can search under categories relevant to the oil and gas industry
- Allow potential customers to easily locate your business via our Google map facility
- Increase your search engine optimisation by increased links
- Direct visitors from online business directories are known to be the most targeted and ready to buy web traffic
- Quick and easy to register and you can log in to update your entry any time you need to!

The subscription levels

So that you can tailor your directory entry to your needs, we have 3 different subscription levels; bronze, silver and gold.

	Bronze Free	Silver £400/year	Gold £1000/year
Company name	✓	✓	✓
Business address	✓	✓	✓
Contact name	✓	✓	✓
Contact telephone no.	✓	✓	✓
Contact fax no.	✓	✓	✓
Contact email	✓	✓	✓
Number of categories	1	6	15
Geographic category (single select)	X	✓	✓
Key facts	X	100 char	100 char
Description	X	800 char	Unlimited
Logo image (linked to your website)	X	✓	✓
Web address	X	✓	✓
First additional contact	X	✓	✓
Second additional contact	X	✓	✓
Second image	X	X	✓
Third image	X	X	✓
Highlighted listing	X	X	✓
Banner advert on SPE UK homepage for 1 month (worth £325)	X	X	✓

Directory Search Page

Here the directory user can search for your company alphabetically, by category or company name.

Gold level

Silver level

Bronze level

Directory Entries

Clicking on the company name will bring the user to the company's entry.

Gold level

Silver level

Bronze level



Aberdeen Section

Executive Summary
Committee Monthly Report

<i>Committee:</i>	
<i>Chair/Submitted by:</i> Sankesh Sundareshwar	<i>Date:</i> 18 th Jan 2012

Specific Issues

Comments:

- 1) Pipeline Industries Guild YPs, Energy Institute YPs request SPE YPs to participate in joint event. YPs require guidance from the SPE Board on this proposal. Event details attached.
- 2) YPs require access rights to modify YP part of the SPE website. Web Training provided last year but no access rights provided. Proposal to involve YP volunteers in updating YP section of the website, and include plans for future events and profiles of current volunteers.
- 3) Proposal to create SPE Aberdeen YP LinkedIn account to facilitate networking for SPE YPs.

Past Activities (Past Reporting Period)

Comments:

Future Activities

Comments:

- 1) *Managed Pressure Drilling Workshop proposed in June- a forum for operators and service companies to share experiences- joint YP/CE committee event proposed.*
- 2) *Case Studies on Enhanced Oil Recovery, Joint University of Aberdeen & YP event on Feb 2nd.*
- 3) *DEVEX YP Event- Innovation and Entrepreneurship, What YPs need to know? May2012, planning ongoing.*

Pipeline Industry Guild Young Persons Network Event Proposal



**New Design Challenges for Flexible Pipe
in the offshore oil and gas industry**

21st March 2012

Copthorne Hotel Aberdeen

18:00 for 18:30

*Promoting pipelines
Meeting people
Advancing pipeline Technology*



Vision

- To build a network for career development and success

Mission Statement

- To create a stimulating environment for professional and social development for young people supported by their industry

Our Objectives

- Develop young people working in the industry
- Encourage new entrants into the industry
- Succession planning for the industry
- Encourage young member's participation in Guild life
- Develop parallel programme of activities catering for their needs
- Develop specific education and training programmes
- Highlight opportunities offered by the Guild

Event Objectives

Flexible Pipelines

- Design
- Analysis
- Current challenges to industry
- Research and Development
- Benefits
- Impact for North Sea



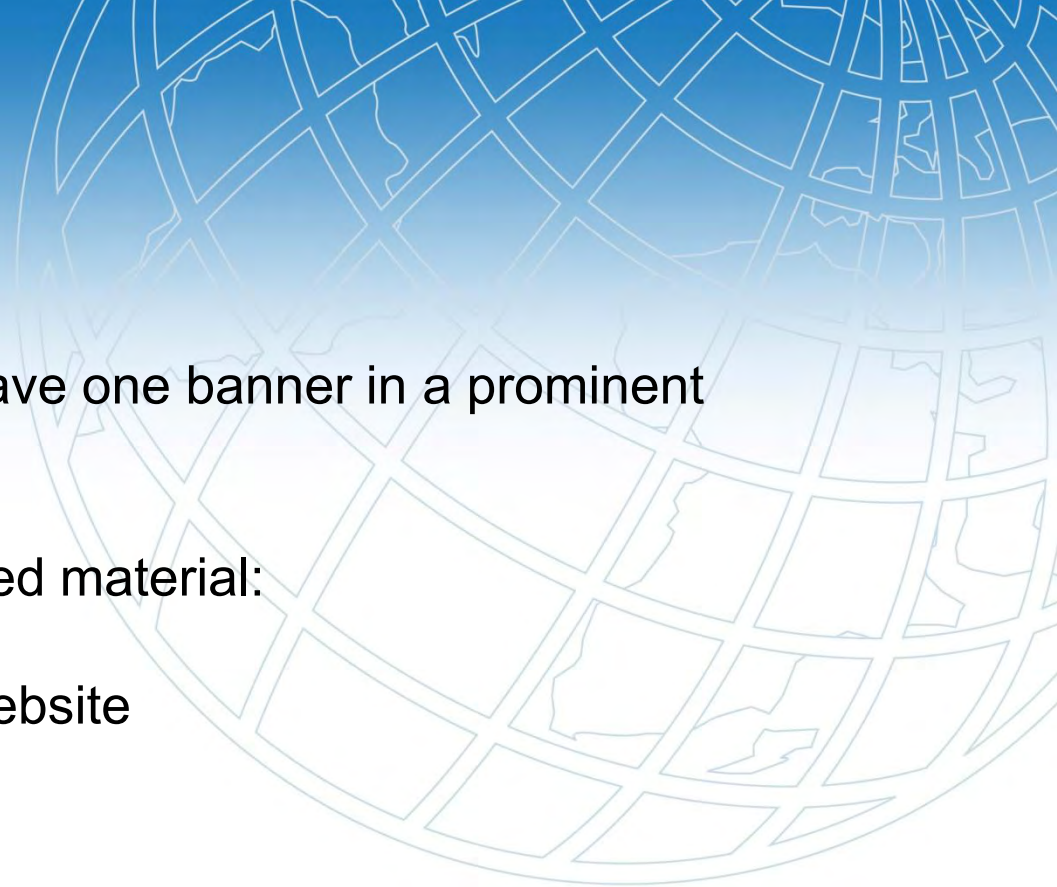
Event Budget

Description of Expenditure	Budget Cost
Hire of Hall	£0
Catering (based on 50 delegates @ £6/head)	£300
Hire of Audio Visual equipment	£300
Estimated Total Budget for Event	£600

We are seeking Sponsorship to cover full cost of this event

Benefit to Sponsors

- Sponsor will be allowed to have one banner in a prominent location
- Adverts and logo on all printed material:
 - Flyer for Event
 - Event Webpage on PIG Website



Event Timeline

18:00	Registration and Networking
18:30	Welcome and presentation about Pipeline industry Guild
18:40	Start of the presentation
19:30	Q & A session
19:45	Vote of Thanks
	Network and Buffet
20:15	Close



F150 First Floor, Cherwell Business Village, Southam Road, Banbury OX16 2SP
t +44(0) 20 7235 7938 f +44(0) 20 7235 0074 e hqsec@pipeguild.co.uk www.pipeguild.com

Pipeline Industries Guild

Young Professionals Network, Aberdeen Section

New Design Challenges for Flexible Pipe in the offshore oil and gas industry

Dr. Patrick O'Brien BE MEngSc PhD CEng FIEI FIMarEST

Group Director, Strategic Business and Marketing
Wood Group Kenny



21st March 2012

Copthorne Hotel Aberdeen, 122 Huntly Street, AB10 1SU
18:00 for 18:30

Synopsis

Speaker

Dr O'Brien is Group Director of Strategic Business & Marketing at Wood Group Kenny. His technical areas of expertise include riser mechanics, riser design and flexible pipe technology. He is executive director at riser specialist company MCS Kenny, now a business within Wood Group Kenny. Dr O'Brien plays an active role in a number of industry bodies. He is a member of the board of Subsea UK; he regularly presents technical papers at industry conferences around the world, and he is an honorary professor of engineering at the University of Aberdeen.

Neither video nor audio recording is permitted at this event.

Please register: <http://pigyp.eventbrite.co.uk>

For further information or enquiries please e-mail : pig.abz@gmail.com

Kindly Sponsored by:



**Aberdeen
Young members**



Aberdeen Section

Executive Summary
Committee Monthly Report

<i>Committee:</i>	
<i>Chair/Submitted by:</i> Maria Trujillo/ Sarah Brown	<i>Date:</i> 19/01/2012

Specific Issues

Comments:

Energy Industry Apprentice Challenge: There is an initiative to develop a format to carry out and Energy Apprentice challenge. There were previous initiatives carry out during ATCE Florence 2010, which could be adapted to the Aberdeen Section.

Maria will present a more detailed plan for this event, however cost won't be included yet, as the programme is still under development.

Past Activities (Past Reporting Period)

Comments:

Future Activities

Comments:

The Energy Apprentice Challenge Event.



Aberdeen Section

Executive Summary
Committee Monthly Report

Committee: Schools Careers Guidance (SCG)	
Chair/Submitted by: Colin Black	Date: 19 -1 -12

Specific Issues

Comments:
Involvement in the Future your Energy scheme in schools

Past Activities (Past Reporting Period)

Comments:
Involvement in SCIPS – events planned at Kemnay (February) and at Aberdeen Grammar School
MIP – Plenty volunteers had taken part in this very successful event. More events planned this year.
TechFest and STEM training - meeting to be arranged with Sarah Chew and 18 participants took part in the SPE STEM training on 20th January.
Energy Short Course and Lab in a Lorry – Oludare has been organising YP volunteers for these and has participated himself
Energy For Me – Jim and Linda are working together on this initiative and plan to get a matrix map out to help show the learning outcomes within the curriculum on this initiative.
SPE ICOTA - Ross Lowden and Timothy Ebare are going to head up the SCG part of this event.
Arkwright Scholarship - Nothing has been sent to City and Shire councils yet from Arkwright, this is to be chased up.



Aberdeen Section

Executive Summary
Committee Monthly Report

Future Activities
<p><i>Comments:</i></p> <p><i>Volunteers needed for Energy Short Course at Oldmeldrum Academy – Training day is 15th Feb</i></p>



<i>Committee:</i>		
Programme Committee		
<i>Chair/Submitted By:</i> David Liddle		<i>Date:</i> January 2012
Specific Issues		
<i>Comments:</i>		
<ul style="list-style-type: none"> Need another speaker/topic for Feb 22 evening – anyone got any ideas? 		
Past Activities (Past Reporting Period)		
<i>Comments:</i>		
<ul style="list-style-type: none"> Good start to year with good attendance (see below). 		
Date	Event	Attendance
28 Sep	<i>Improving Recovery Factor in the North Sea</i> John Bunney, BP	68
26 Oct	SPE Year of Chemistry Evening Speaker 1: <i>Hydrate Mitigation (Chemistry)</i> Bahman Tohidi (HWU) Speaker 2: <i>Use of Chemicals in the Oilfield</i> Jonathan Wylde, Clariant	64
23 Nov 2011	<i>UK Response to the Macondo Gulf Of Mexico Oil Spill</i> Paul Dymond, Operations Director, Oil and Gas UK	120
9 Nov 2011 (EDN)	<i>Production Optimization: How Can We Get More Oil?</i> Sandy Williams: ALP Limited	46
Future Activities (Next Quarter)		
<i>Comments:</i>		
<ul style="list-style-type: none"> Topic for Feb cannot now be presented; speaker looking for another topic, but we need to look for another speaker any ideas? 		
Date	Event	Current Status
25 Jan 2012	<i>Well Intervention</i> QServ	Planned
22 Feb 2012	<i>In Salah CO2 Sequestration Project</i> Allan Mathieson, Hampton Energy	Cannot present this topic Seeking alternative
28 Mar 2012	<i>Twenty Years of Wellwork: Interventions and Innovations at Prudhoe Bay Alaska</i> SPE Distinguished Lecturer – Jennifer Julian (BP)	Planned (Distinguished Lecturer)



Aberdeen Section

Executive Summary
Committee Monthly Report

<i>Committee:</i>	
<i>Chair/Submitted by:</i> thinkPR	<i>Date:</i> 19 January 2012

Specific Issues

Comments:

Call for any interest for BBC film on the oil & gas industry. Producer specifically looking for an Operator – can SPE help with the inquiry? Perhaps pass onto members or include in SPE Review?

Past Activities (Past Reporting Period)

Comments: **December/January activity**

Exhibitions/Events

-

Press Releases/Feature

- drafted and issued Education Initiative release (liaised with Colin Black) **See coverage**
- drafted Keynote Speaker release for SPE EuALF (liaised with Jane Rodger) **Coverage to follow at February meeting**
- secured SPE information in internal newsletters for Expro, ExxonMobil and Shell page for SPE in internal newsletter **See coverage**
- liaised further with other internal contacts and awaiting feedback
- drafted round-up of education initiatives in 2011 (currently awaiting comment from Nadya)

Photography

-

Administration

- updated contact report
- updated year planner
- Contacted corporate comms divisions of target companies for membership via calls and emails

Media Liaison on behalf of SPE



Aberdeen Section

Executive Summary
Committee Monthly Report

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Social Media

- Updated LinkedIn group with links to latest news
- Updated facebook page with links, news, events, comments and photos
- Updated Twitter account with links, news and events

Future Activities

Comments:

Future activity (February)

- Sand Management forum – potential release to be drafted
- Feedback on P&J profiling questions on SPE members - As part of a revamp of the business pages in the P&J, they are introducing short articles featuring local business people under the headlines of My Greatest Success; or My Riskiest Move; or My Worst Decision. The format would be: name, title, company name and company location, followed by 100 or so words from the business person.

Please see 'in-progress' PR planner with a request for information for 2012. If any committee has potential news or stories for PR, please get in touch with Annabel or Jenny Annabel@thinkpr.co.uk jenny@thinkpr.co.uk

Month	Meetings/ Administration	Press Releases	Features	Social media/Networking	Photography	Sponsorship	Events	Market Research	Notes
Nov	Monthly board meeting Contract meeting at thinkPR Regularly contacting target membership companies	SPE ICoTA Conference Keynote speaker news release Distribute TechFest news release to local papers SPE ICoTA Education day release	Anthony profile feature	Regular social media updates: facebook, linkedin, twitter			SPE ICoTA European Well Intervention Conference 15-16 Nov		
Dec	Monthly board meeting	BP Announced as principal sponsors of the monthly meetings Long-service member profile		Regular social media updates: facebook, linkedin, twitter					
Jan '12	Monthly board meeting Meeting to be arranged to discuss committee information flow and plan for 2012 activity Continued contact with target membership companies	EuALF release	Education release for Your Job	Regular social media updates: facebook, linkedin, twitter			Evening meeting (25th) - Well Intervention (Qserv)		Q1 Lunch meeting: BP - Hives (visit/demonstration)
Feb '12	Monthly board meeting Continued contact with target membership companies	Sand Management Forum		Regular social media updates: facebook, linkedin, twitter			EuALF 2012 - 22nd - 23rd - Aberdeen's Artificial Lift Forum, AECC Evening meeting (22nd) - In Salah CO2 Sequestrian Project (Allan Mathieson, Hampton Energy)		
Mar '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter			SPE SMN 5th European Sand Management Forum Evening meeting (28th) - Twenty years of wellwork: interventions and innovations at Prudhoe Ba, Alaska (Jennifer Julian, BP & SPE distinguished lecturer)		
Apr '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter			Evening meeting (25th) - Let's Don't Write Off Traditional Energy: How Unconventional Resources & Innovation Can Create a New Energy Future (SPE Distinguished Lecturer – C Michael Ming)		Q2 Lunch meeting: Schlumberger (reservoir characterisation)

May '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter			Evening meeting (23rd) - Linking Risk and Uncertainties to Field Development Planning (SPE Distinguished Lecturer - Stephen Kuo, BP)			
Jun '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter						
Jul '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter						
Aug '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter						
Sep '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter						
Oct '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter						
Nov '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter						
Dec '12	Monthly board meeting			Regular social media updates: facebook, linkedin, twitter						



Aberdeen Section

Executive Summary
Committee Monthly Report

<i>Committee:</i> Student Development	
<i>Chair/Submitted by:</i> Shankar Bhukya	<i>Date:</i> 23/01/2012

Specific Issues

Comments:

- Aberdeen Section University Bursary Proposal

Past Activities (Past Reporting Period)

Comments:

Future Activities

Comments:

- Register **University of Abertay Dundee** for student chapter.
- Scholarship Advertisement
- Scholarship Applications & Evaluation.