



Date: Tuesday 11 May
Time: 12.00pm – 5:30pm
Location: Schlumberger Wireline Base, Aberdeen

Attendees:

Chris Nussbaum	SeaWell	Aberdeen Section Chair
Diane Wood	SPE	Aberdeen Board Secretary
Renu Gupta	Gupta Energy Ltd	Joint Comms Co-Chair
Gbenga Oluyemi	RGU	Joint Comms Co-Chair
Miriam Archer	Schlumberger	Joint Comms Committee
Jonathan Calvert	J.P.S. (UK) Ltd	Joint Comms Committee
Judy Mackie	M&M Media	SPE Review
Allan Montgomery	M&M Media	SPE Review
Mohammed Khan	Premier Oil	Joint Comms Committee

Apologies:

Ian Phillips	CO2 Deepstore	Joint Comms Committee
Colin David	Senergy	Joint Comms Committee

Actions Summary

By	Action
Diane Wood	To set out and distribute a format for sending standard Event Information to be loaded on the website – by 01 July
Gbenga Oluyemi	To follow up with Ian Phillips and Vanessa Bradley/Peter McCreary on the advertisers lapse.
Ian Phillips/Gbenga Oluyemi	To contact Imajica to investigate payment to SPE of companies advertising, and to check on how long they had booked the advertising for on the website.
M and M Media	To provide committee with a mock up of a new design for SPE Review front cover based on May edition content – by 20 May
M and M Media	To contact their web designer to provide proposal with ideas to refresh the current SPE website – by 01 Aug.
M and M Media	To submit a design proposal for a pull-up SPE Review display for use at SPE events – and to arrange printing once approved – by 01 Aug
M and M Media	To find out more about Cravenhill Publishing and their plans to hold a “Reputation in the Energy Industry” conference later this year.
M and Media	To focus on advertising for the front page of the website
M and Media	To submit a refreshed design for the homepage to the JCC – by 30 June
Renu Gupta	To set out for London members a schedule detailing the frequency and timing of website update material to be sent to Diane Wood (e.g. weekly on a Thursday).
Chris Nussbaum	To provide M and M Media with pull up banner – by 20 May.
Chris Nussbaum	To distribute PowerPoint Presentation to group via Diane Wood.
Chris Nussbaum	To distribute the current editorial control list to JCC Co-Chairs via Diane Wood
Chris Nussbaum	To check on the licence fee for the website.
Chris Nussbaum	To arrange for Jobs Directory/Company Directory and Job Vacancies to be reviewed at Advanced Workshop
Chris Nussbaum	To set up an extranet portal for the London Section

Discussion on SPE Review

The committee discussed the first produced SPE Review by M and M Media. Comments had been given by all members of the committee.

It was discussed that the paper quality was not as good as the previous month's production (the paper weight was lighter), the front page was a bit busy, it was discussed that the colours were not as vivid as previous edition. These were mainly design issues but overall it was a good first edition.

The issue of low level of advertisers was also discussed, but it was recognised that this was 'early days'. A suggestion was made to consider selling space on the front page.

It was also commented that it would be better to have the website and SPE Review in design sync with each other. The committee wanted to note that the SPE Review was a publication of both the Aberdeen and London Sections and this should be clearly visible on the front page.

After discussions with M and M Media it was decided that a mock up copy of a new design based on the May material (so it could be compared to the existing design) should be provided to the committee with changes being made by the designers to the front page for approval. If accepted, this could be used for the June edition.

M and M Media agreed that there should be more adverts in the magazine and they want to build relationships with the companies and not focus on a hard sell approach, and this is their long term plan. They commented that this had been discussed in the original M and M proposal. There is also a plan to advertise the media pack at conferences and meetings. A pop up poster is also planned to advertise SPE Review at these events. CN offered to donate a display base to the SPE, and the meeting approved the expenditure by M&M of a printed insert for the display base (probably about £100)

An approach had been made by Cravenhill Publishing and their plans to hold a Reputation in the Energy Industry conference later this year; they have proposed that SPE becomes their media partner and that they provide mutual publicity for this event. It was decided that M and M Media would investigate this proposal further.

Actions:

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| M and M Media | To provide committee with a mock up of a new design for SPE Review front cover based on May edition content – by 20 May |
| M and M Media | To contact their web designer to provide proposal with ideas to refresh the current SPE website. |
| M and M Media | To submit a design proposal for a pull-up SPE Review display for use at SPE events – and to arrange printing once approved |
| Chris Nussbaum | To provide M and M Media with pull-up display base. |
| M and M Media | To find out more about Cravenhill Publishing and their plans to hold a "Reputation in the Energy Industry" conference later this year. |

Discussion on SPE Website

Chris gave a CMS overview and presentation on the website, with a demonstration working on the "live" site and on the SiteKit training site.

The committee then discussed page editing and the content management of the website. Chris explained that to take this forward, consideration should be given to training some users on the website CMS. The Aberdeen section had organised a SiteKit training half-day for basic users and one for advanced users; these are to be held on 19th and 20th May in Aberdeen. The basic training would be for members keen to put information on to their committee pages and the advanced training day would be targeted at more experienced users, and seek to address specific issues on the website, for example using animated images and live newsfeeds.

It was discussed how the website was currently maintained and updated; this was by certain “super users” who could take editorial control of what was published. It was discussed that general members who wanted to publish listings would be given a limited amount of access to changing pages on the website; they would have to get these changes approved by a publisher prior to going “live” on the site.

Renu discussed that a list of who has editorial control currently on the website be distributed to the Joint committee Co-Chairs. Chris is to forward this to the JCC Co-Chairs.

Discussions were held on Miriam Archer becoming the London Section web updater/editor, Chris advised that training would be advisable but as Miriam was unable to attend the Aberdeen Section training, Diane would forward Sitekit information to her to attain training in London.

Renu discussed the format of how the website uploads were presented to Diane, it was decided that a format for Events Information and other standard input would be established and a date on frequency of updates be given e.g. weekly on a Friday.

Discussions were held on web sponsors, Imagica had previously had links on the SPE website for sponsorship and recruitment. Those links were still there but Imagica were no longer involved with SPE, Gbenga was to consult with Ian Phillips to find out about how much money these companies had paid to advertise on the site and how long the companies had booked to remain there. It was discussed that M and M Media could take over the advertising and this would mirror what was to be seen in the SPE Review.

Renu discussed the archiving of section material on the website, it was suggested that archive material could be put in a special area be made available for retention of this information. Chris discussed that this was something that Diane could do but was a long term project. Chris agreed that an Extranet portal could be made for the London Section to store the minutes and events of the London Section

Actions:

Chris Nussbaum	To distribute PowerPoint Presentation to group via Diane Wood.
Chris-Nussbaum	To distribute the current editorial control list to JCC via Diane Wood
Diane Wood	To set out and distribute a format for sending standard Event Information to be loaded on the website – by 01 July
Renu Gupta	To set out for London members a schedule detailing the frequency and timing of website update material to be sent to Diane Wood (e.g. weekly on a Thursday).
Chris Nussbaum	To check on the annual licence fee for the website
Diane Wood	To send details of Sitekit trainer to Miriam Archer.
Ian Phillips/Gbenga Oluyemi	To contact Imagica to investigate payment to SPE of companies advertising, and to check on how long they had booked the advertising for on the website.
Chris Nussbaum	To set up an extranet portal for the London Section

Website Review Proposal

Gbenga gave a PowerPoint presentation detailing the SPE website that is jointly owned and maintained by the SPE Aberdeen and London sections.

It was proposed that the website appearance/layout should be easier for the user to navigate. The home page is currently overcrowded with navigation bars and buttons. As the website is jointly managed it was suggested that the current "home page" be retained but separate home pages be made for both sections. It was also discussed that there could be advertising down one side of the website, something that the web designers could investigate alongside M and M Media.

New features on the website were proposed, this would include live news feed and animated images, and this would make the website more appealing to the reader and more modern, and "mirroring" the SPE.org website. Chris commented that these could be included in the advanced Sitekit training days.

Renu commented SPE.org website home page looks overcrowded with information and we should avoid similar abundance of information on the home page keeping it simple, elegant and professional.

It was agreed that M&M would propose a new design for an SPE-UK home page for the JCC to consider, which would lead into the London and Aberdeen site areas, and have a more dynamic look and feel, and space for advertisements.

It was also proposed that the E-SPE Review, an online version of the SPE review be hosted on the website; Chris noted that low-cost commercial hosting services for e-books exist on line.

It was agreed that setting up a Job Vacancies Page was a priority, and could be done as part of the advanced workshop. The workshop would also consider how the Imajica-based "Companies Directory" could be moved to the SPE site. Renu informed that the Imajica-based Jobs Directory was being used for listing Recruiters and not for posting Job Vacancies adverts. Chris suggested Job Vacancies button could be added to the right hand banner section of the home page and vacancies listing would be displayed at the centre of the home page.

Jonathan initiated a discussion on the economics of developing and maintaining the website vs. income from the website. Renu suggested the website development proposal should take into consideration cost implications and timeframe for implementation.

Gbenga is to come up with a "wish list" of what he would like to address on the website, for example the advertising on the main home page and the jobs and recruitment pages.

Actions:

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| Chris Nussbaum | To arrange for Jobs Directory/Company Directory and Job Vacancies to be reviewed at Advanced Workshop |
| M and Media | To focus on advertising for the front page of the website |
| M and Media | To submit a refreshed design for the homepage |
| Gbenga Oluyemi | To produce a wish list of what would be priority to change on the website. |

The meeting ended at 5.40pm