



Workshop Outline

This two-day workshop will be dedicated to capturing best practices and lessons learned in the field of Knowledge management, especially in the context of a changing oil market. The upstream organizations within the Middle East's NOCs, IOCs and service providers are paying close attention to the issue of knowledge management due to the major demographic shift which has been dubbed as the "Great Crew Change". There are two major events which are occurring simultaneously: experienced professionals are retiring in large numbers over the coming years, and simultaneously a large influx of talented young professionals are joining the workforce. There is a significant risk of losing key knowledge as well as the challenge of accelerating the development of the younger generation and transferring this critical knowledge before it is lost. This at risk knowledge has a high intellectual asset value for upstream which will impact both short and long term plans if it is not retained.

Workshop Aims

- Get up to date with current best practices in the critical field of knowledge management (KM).
- Understand the key KM challenges facing Upstream organizations in the GCC and develop strategies to address them.
- What's working and lessons learned - case studies from the region.
- Justifying and measuring the impact of KM initiatives.
- Trends, new technologies and methodologies expected to impact KM in the near future.

Benefits of Attending

The workshop will provide both experienced practitioners and those new to the field with an essential update on best practices, relevant case studies and lessons learned, as well as practical tools and techniques to help ensure the success of KM initiatives within upstream organizations. The workshop will include speakers from the Middle East's NOCs, IOCs and service providers as well leading experts in the field of knowledge management. The workshop will provide a forum for attendees to share key information and knowledge while discussing approaches to dealing with specific organizational challenges in a highly interactive environment.

Who Should Attend?

This workshop targets professionals from all aspects of upstream who deal with knowledge management initiatives (geoscientists and engineers), HR professionals, young professionals (geoscientists and engineers) and professionals from academia.

Areas of Discussion

- Building KM Programs
- Current KM practices
- Knowledge Mapping
- Communities of Practice
- Transferring Knowledge and Expertise
- Collaboration

REGISTRATION BROCHURE

PROGRAM COMMITTEE

Co-Chairs

Suhail Al-Humoud, Saudi Aramco
John O'reilly, Saudi Aramco

Committee Members

Suhaila Humaid Al Mazrooei, ADCO
Shengyu Wu, C&C Reservoirs
Lamya BoGammaz, KOC

Duaa Al Zaabi, NPCC
Ismail Haggag, Schlumberger
Lawrence Wood, Schlumberger
Louaï Machhour, TOTAL
William Vernes, Weatherford

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TECHNICAL PROGRAM

DAY 1 WEDNESDAY, 23 MARCH

07.00-08.00 Workshop Registration

08.00-08.10 Workshop Chairmen's Welcome and Introduction

08.10-08.30 Inaugural Keynote Speech

08.30-08.35 Session Chair Introductions

08.35-14.00 **SESSION 1: UPSTREAM KNOWLEDGE CHALLENGE "KNOWLEDGE AT RISK TO LOSE AND ITS BUSINESS IMPACT" QUALITATIVE VS. QUANTITATIVE**

Session Chairs **Suhail Al-Humoud & Ahmed BenMahfuz, Saudi Aramco**

Knowledge management has become an increasingly important topic over the last decade. Yet, despite the heightened interest and growing number of implementations, impact measurements are mainly intangible and often fail to quantify the actual business impact.

The session intends to highlight appropriate approaches for identifying and quantifying at risk knowledge while developing measures suited to the approaches being used to enable knowledge sharing and transfer and demonstrate impact on the business.

09.25-09.40 Coffee Break & Posters

10.30-11.00 Panel Discussion

11.00-11.15 Coffee Break & Posters

11.15-12.15 Breakout sessions

12.15-12.35 Report Back

12.35-14.00 Lunch

14.00-17.45 **SESSION 2: KNOWLEDGE MAPPING**

Session Chair **Duaa Al Zaabi, NPCC**

One of the key processes is knowledge mapping which is used to identify where knowledge is generated, captured and reused inside the company at different levels. This is done by capitalizing on know-how, expertise and knowledge sharing.

This session introduces tools to extract the knowledge map inside the information workflow to leverage tacit knowledge aligned with the organization strategy to minimize cost and increase efficiency.

15.40-16.10 Panel Discussion

16.10-16.25 Coffee Break & Posters

16.25-17.25 Breakout sessions

17.25-17.45 Report Back

DAY 2 THURSDAY, 24 MARCH

08.30-14.30 **SESSION 3: BEST PRACTICE TOOLS IN THE UPSTREAM: COMMUNITY OF PRACTICE (COP), KNOWLEDGE RETENTION, TRANSFER, CONTENT MANAGEMENT, COLLABORATION AND TECHNOLOGY**

Session Chair **TBC**

Knowledge management tools, techniques, methods and technology associated with it are subjected and tailored to the business culture and needs.

We will be sharing implementation experiences to provide an insight to different solutions and how to overcome common challenges.

09.20-09.35 Coffee Break & Posters

10.50-11.20 Panel Discussion

11.20-11.35 Coffee Break & Posters

11.35-12.25 Breakout Session

12.35-12.55 Report Back

12.55-14.30 Lunch

14.30-15.10 **"KNOWLEDGE CAFES"**

Session Chairs **John O'reilly, Saudi Aramco & Victoria Brouillet, SPE**

15.10-15.25 Coffee Break & Posters

15.25-17.40 **SESSION 4: OPEN DISCUSSION (CASE STUDIES)**

Session Chair **Lawrence Wood, Schlumberger**

This session is designed to allow others to share their experience relating to any of the workshop subjects with more time allowed for open discussion and feedback from the audience.

15.25-16.10 **Case Study 1**

16.10-16.55 **Case Study 2**

16.55-17.40 Breakout Session - Lessons Learned & Workshop wrap up & adjournment

WORKSHOP GUIDELINES

FORMAT

The workshop will be 2 days, consisting of oral presentations, poster presentations, panel discussions and breakout sessions where participants can investigate a specific theme that is of mutual interest.

ATTENDANCE

Registrations are invited from all relevant disciplines with experience and/or knowledge of the subject areas being addressed in the workshop. Registrations will be accepted on a first-come, first-served basis.

CALL FOR POSTERS

You are invited to prepare a poster display for presentation. If you are interested in participating, please send a short abstract along with the poster artwork (in JPEG or PDF high resolution format) to cstarbuck@aapg.org by **23 February 2016**. All posters will be produced as pull-up banners and delivered by AAPG. There will not be any other format available for poster display.

Please ensure that the poster artwork measurements are 85 cm (width) x 165 cm (height). All accepted abstracts will be published on the workshop "Abstracts USB" and distributed to delegates on-site. Kindly provide your permission to publish your abstract upon submission or it will not be included on the abstract USB. Please provide the topic with a short abstract of the proposed poster.

DOCUMENTATION

Participants will be provided with electronic access to documentation from the breakout sessions after the workshop.

REGISTRATION TYPES & FEES

Fees are inclusive of onsite documentation, coffee breaks, luncheons and any social events taking place during the workshop. To register as a 'Student/Young Professional' you must either be a current student or a young professional under the age of 35 with less than 10 years work experience.

REGISTRATION DEADLINE

16 March 2016

CANCELLATION POLICY

AAPG will refund the tuition, less a \$100 processing fee, if the request is received no later than 30 days prior to the workshop. Cancellations must be made in writing. The registrar will accept cancellation notices by telephone, but all such notices must be followed up by fax or e-mail. No refund will be made for cancellations received less than 30 days prior to a workshop being given. Nonpayment of tuition does not constitute automatic cancellation. If no cancellation notice is received by 30 days prior to a workshop, participants are liable for full tuition. AAPG reserves the right to cancel a workshop if enrollment is insufficient to ensure proper effectiveness. Substitutions for individuals can be made at any time. A paid enrollment may be transferred one time to a future workshop if the request is received prior to the 30 day cut-off date.



REGISTRATION FORM THE KNOWLEDGE MANAGEMENT CHALLENGE

MEYDAN HOTEL, DUBAI, UAE | 23-24 MARCH 2016

Last Name

First Name

Nickname for Name Tag

☐ Male

☐ Female

Company

E-mail (required)

Business Address

Business Telephone

Job Title

City State/Province

Post Code

Country

Telephone

Fax

Member of: ☐ AAPG ☐ EAGE ☐ SEG ☐ SPE

Member No.: _____

REGISTRATION TYPE & FEES

☐ Member (\$ 1100) ☐ Non Member (\$ 1200) ☐ Students/Young Professionals (\$ 500)

PAYMENT

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Credit card charges will be processed in US dollars.

Return this form to: Cameo Whitney-Starbuck

American Association of Petroleum Geologists Middle East | Administrative & Events Coordinator

Email: cstarbuck@aapg.org | Fax: +971 4 372 4204

Invoices must be paid within 10 days of receipt. Should your application be received six weeks prior to the commencement of the workshop, please note that we will only accept credit card payment. AAPG will refund the tuition, less a \$100 processing fee, if request is received no later than 30 days prior to the workshop. Cancellation must be made in writing. The registrar will accept cancellation notices by telephone, but all such notices must be followed up by fax or e-mail. No refund will be made for cancellations received less than 30 days prior to a workshop being given. Nonpayment of tuition does not constitute automatic cancellation. If no cancellation notice is received by 30 days prior to a workshop, participant is liable for full tuition. AAPG reserves the right to cancel a workshop if enrollment is insufficient to ensure proper effectiveness. Substitutions for individuals can be made at any time. A paid enrollment may be transferred one time to a future workshop if the request is received prior to the 30 day cut-off date. The American Association of Petroleum Geologists (AAPG) does not endorse or recommend any products and services that may be cited, used or discussed in AAPG publications or in presentations at events associated with AAPG.



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