



# AAPG / EAGE / SEG / SPE THE KNOWLEDGE MANAGEMENT CHALLENGE

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

## 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

## SPONSORSHIP OPPORTUNITIES

### 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  
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**Ismail Haggag**, Schlumberger  
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The international society of applied geophysics



Society of Petroleum Engineers

## **PLATINUM SPONSORSHIP US\$ 17,500**

- Company name and logo displayed on common slide between technical sessions.
- Company name and logo in the workshop brochure.
- Company name in all email broadcasts sent to AAPG members to promote the event.
- Prominent logo on sponsorship acknowledgement displays.
- Company logo and sponsorship title plus a link included on the AAPG website under "Event Sponsors".
- Verbal acknowledgement by the Workshop Chairman at the opening of the event.
- Inclusion of sponsor's logo in the onsite technical program.
- Three free registrations to attend the workshop.

## **GOLD SPONSORSHIP US\$ 15,500**

- Company name and logo displayed on common slide between technical sessions.
- Company name and logo in the workshop brochure.
- Company name in all email broadcasts sent to AAPG members to promote the event.
- Prominent logo on sponsorship acknowledgement displays.
- Company logo and sponsorship title plus a link included on the AAPG website under "Event Sponsors".
- Verbal acknowledgement by the Workshop Chairman at the opening of the event.
- Inclusion of sponsor's logo in the onsite technical program.
- One free registration to attend the workshop.

## **SILVER SPONSORSHIP US\$ 12,500**

- Company name and logo displayed on common slide between technical sessions.
- Company name and logo in the workshop brochure.
- Company name in all email broadcasts sent to AAPG members to promote the event.
- Prominent logo on sponsorship acknowledgement displays.
- Company logo and sponsorship title plus a link included on the AAPG website under "Event Sponsors".
- Verbal acknowledgement by the Workshop Chairman at the opening of the event.
- Inclusion of sponsor's logo in the onsite technical program.

## **WELCOME RECEPTION AND DINNER SPONSORSHIP US\$ 16,000**

- This package offers exclusive sponsorship of the welcome reception and dinner.
- Company name and logo be displayed throughout the dinner venue.
- Prominent logo on sponsorship acknowledge displays.
- Company logo and sponsorship title plus a link included on the AAPG website under "Event Sponsors".
- Verbal acknowledgement at the beginning of the dinner.
- Inclusion of sponsor's logo in the onsite technical program.
- Company logo on table tent cards.

## **LANYARDS SPONSORSHIP US\$ 9,000**

- Company name and logo printed on all lanyards (lanyards to be supplied by sponsor).
- Prominent logo on sponsorship acknowledgement displays.
- Company logo and sponsorship title plus a link included on the AAPG website under "Event Sponsors".
- Inclusion of sponsor's logo in the onsite technical program.

## **WORKSHOP LUNCHEONS US\$ 6,500 (PER LUNCHEON - 2 PACKAGES ARE AVAILABLE)**

- Company name and logo be displayed throughout the luncheon venue.
- Prominent logo on sponsorship acknowledgement displays.
- Company logo and sponsorship title plus a link included on the AAPG website under "Event Sponsors".
- Inclusion of sponsor's logo in the onsite technical program.
- Company logo on table tent cards.

## **WORKSHOP COFFEE BREAKS US\$ 4,000 (PER COFFEE BREAK - 3 PACKAGES ARE AVAILABLE)**

- Company name and logo be displayed throughout the coffee break venue.
- Prominent logo on sponsorship acknowledgement displays.
- Company logo and sponsorship title plus a link included on the AAPG website under "Event Sponsors".
- Inclusion of sponsor's logo in the onsite technical program.
- Company logo on table tent cards.



# THE KNOWLEDGE MANAGEMENT CHALLENGE

**YES! OUR COMPANY WANTS TO SUPPORT THIS EVENT.  
INDICATED BELOW ARE OUR SELECTIONS:**

FIRST ITEM AND AMOUNT .....

SECOND ITEM AND AMOUNT .....

THIRD ITEM AND AMOUNT .....

TOTAL AMOUNT .....

COMPANY NAME .....

CONTACT PERSON .....

TITLE/POSITION .....

ADDRESS .....

CITY ..... COUNTRY .....

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Authorized Signature .....

Return this form to:

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Society of Exploration Geophysicists  
The international society of applied geophysics



Society of Petroleum Engineers



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