The Technology Management Network

Meeting Details

Project:	The Technology Management Network - Meeting no. 17
Meeting topic:	***Technology marketing***
Date:	Thursday 5th February – Friday 6th February 2004
Venue:	Petro-Canada, Bowater House, 114 Knightsbridge, London SW1X 7LD
Local contact:	Andy Price, Petro-Canada, phone: [44] 207 225 7233
Coordinator:	Chris Dudgeon, OTM, mobile: [44] 7810 544495, office: [44] 1483 598000, chris.dudgeon@otmnet.com
Hotel:	Millenium Knightsbridge Hotel, 17 Sloane Street, Knightsbridge, London SW1X 9NU Phone: [44] 20 7235 4377, fax: [44] 20 7235 3705, (see map attached) Room rate: £141 per night. **Please confirm accommodation requirements to Chris Dudgeon at OTM**.
Dinner:	There will be a workshop dinner on Thursday evening at the Sloane Club, Lower Sloane Street, London (see map attached)
Travel/ Maps:	Knightsbridge Tube station is a 2 minute walk from the hotel and the meeting venue, with Sloane Square Tube station a 10 minute walk. Heathrow Airport is 30 - 60 mins by car (taxi cost approx 60GBP). Heathrow Airport to Paddington mainline station is 15 mins by Heathrow Express train. Gatwick Airport to Victoria mainline station is 30 mins by Gatwick Express train

Proposed Agenda

Day 1 *(Thursday)*

10.00	Welcome
10.05	Framework and objectives for the meeting
10.15	Introductions
10.30	Introductory presentation (Petro-Canada)
11.30	*Coffee*
11.45	Round table sharing of successful practices/ case histories etc related to technology marketing (all attendees - 15-20 minutes each)
13.00	*Lunch*
14.00	Round table sharing (continued)
15.30	*Tea/ coffee*
16.00	Round table sharing (continued)
17.00	*Close of day 1 discussions and return to hotel*
19.00	*Dinner*

Day 2 *(Friday)*

09.00	Further round table sharing/ discussion and group analysis of successful practices
10.15	*Coffee*
10.30	Review and discussion of members' ideas/ preferences for further TMN activities
11.45	TMN management issues: update on 2003 programme, membership, etc
12.30	*Meeting ends (lunch available)*

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Workshop briefing notes

As has happened so successfully at recent TMN meetings, it has been agreed that all TMN members will each present about 5-6 overheads/ slides on their company's experiences/ lessons learnt/ best practices relating to the meeting topic, to ensure consistency and clear items for subsequent discussion. Please ensure you include 'case studies', to bring the lessons learnt and best practices to life more effectively.

We have received requests from several members for presentations and discussions to focus on **'how it is'** within your organisation, rather than **'how it ought to be'**, so please place emphasis on this in your slides, and provide as much real case history illustration as possible.

The topic for this meeting is 'technology marketing'. Please structure your slides around the following proposed points for discussion:

- Your overall **corporate strategy/ process** for technology marketing – both internally and externally
- Specific initiatives for marketing technology **internally** (eg communicating with business units, and company management/ Board) within your company
  - What initiatives has your company actually run – and why?
  - How do you raise awareness of technologies/ the state-of-the-art/ latest applications
  - How successful are these initiatives?
  - How do you measure this success?
  - What do you do with measurement results?
  - What, if anything, holds back complete success?
  - What are the outcomes, e.g. $ impact, parts of the organisation affected
  - What 3 things would you change to make them even better?
- How do you market technology – and promote your technological capabilities - to **NOCs** (national oil companies) and **foreign governments**?
  - What initiatives has your company actually run – and why?
  - Who does what?
  - Do you regard your activities in this area as a success?
  - How do you measure that success?
- How do you market technology – and promote your technological capabilities – to the **financial community** – institutions, analysts etc?
- **Case histories** of technology marketing initiatives
  - Please give some real examples, including both successes and failures
  - What critical success factors can you identify?
  - Who did what?
  - Who was accountable for marketing technology – and to whom?
  - Who decided how much money was spent, and on what?
  - How were decisions taken to shut down projects that were not succeeding?
  - What were the links to actual business units – and how did this work?

Maps and Directions for Workshop, 05-06 February 2004

MILLENNIUM HOTEL LONDON KNIGHTSBRIDGE

Contact Us

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Contact Details

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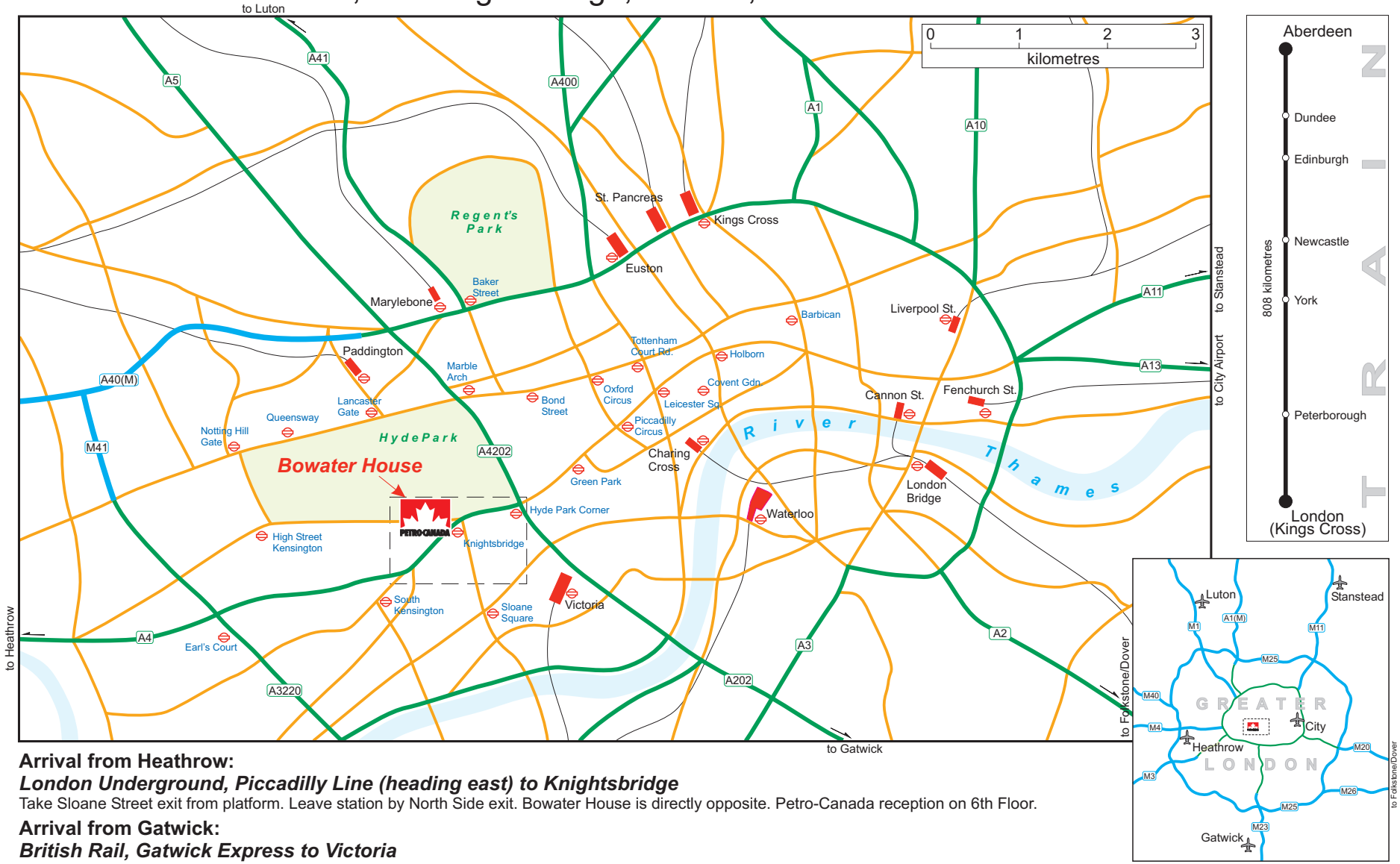
E MAIL reservations.Knightsbridge@mill-cop.com
SALES +44(0) 20 7201 6349
E MAIL sales.Knightsbridge@mill-cop.com
Request Our Brochures here

Location Map

Located at the top of Sloane Street in London's most fashionable neighbourhood, surrounded by designer boutiques and just 2 minutes from world famous Harrods Department Store and Hyde Park. The West End, Theatreland and the City are all easily accessible by public transport or taxi

Petro-Canada UK Limited

Bowater House, 114 Knightsbridge, London, SW1X 7LD Tel: 00 44 20 7225 7100



Arrival from Heathrow:

London Underground, Piccadilly Line (heading east) to Knightsbridge

Take Sloane Street exit from platform. Leave station by North Side exit. Bowater House is directly opposite. Petro-Canada reception on 6th Floor.

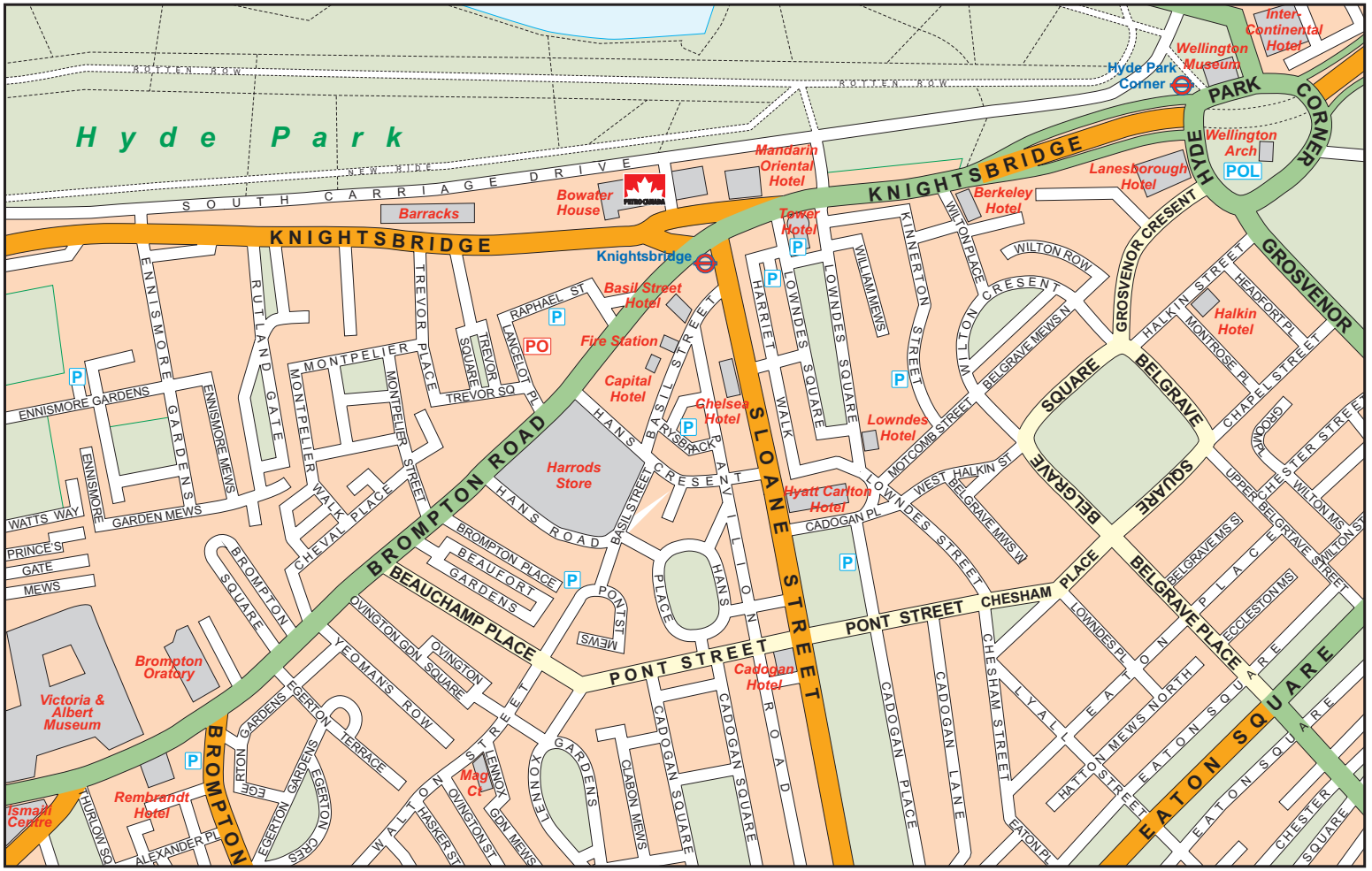
Arrival from Gatwick:

British Rail, Gatwick Express to Victoria

Take the London Underground, Victoria Line (heading east) to Green Park. Change to Piccadilly Line (heading West) to Knightsbridge.
Alternatively, board No 52 bus at Victoria Station. Bus stops outside Scotch House in Knightsbridge.

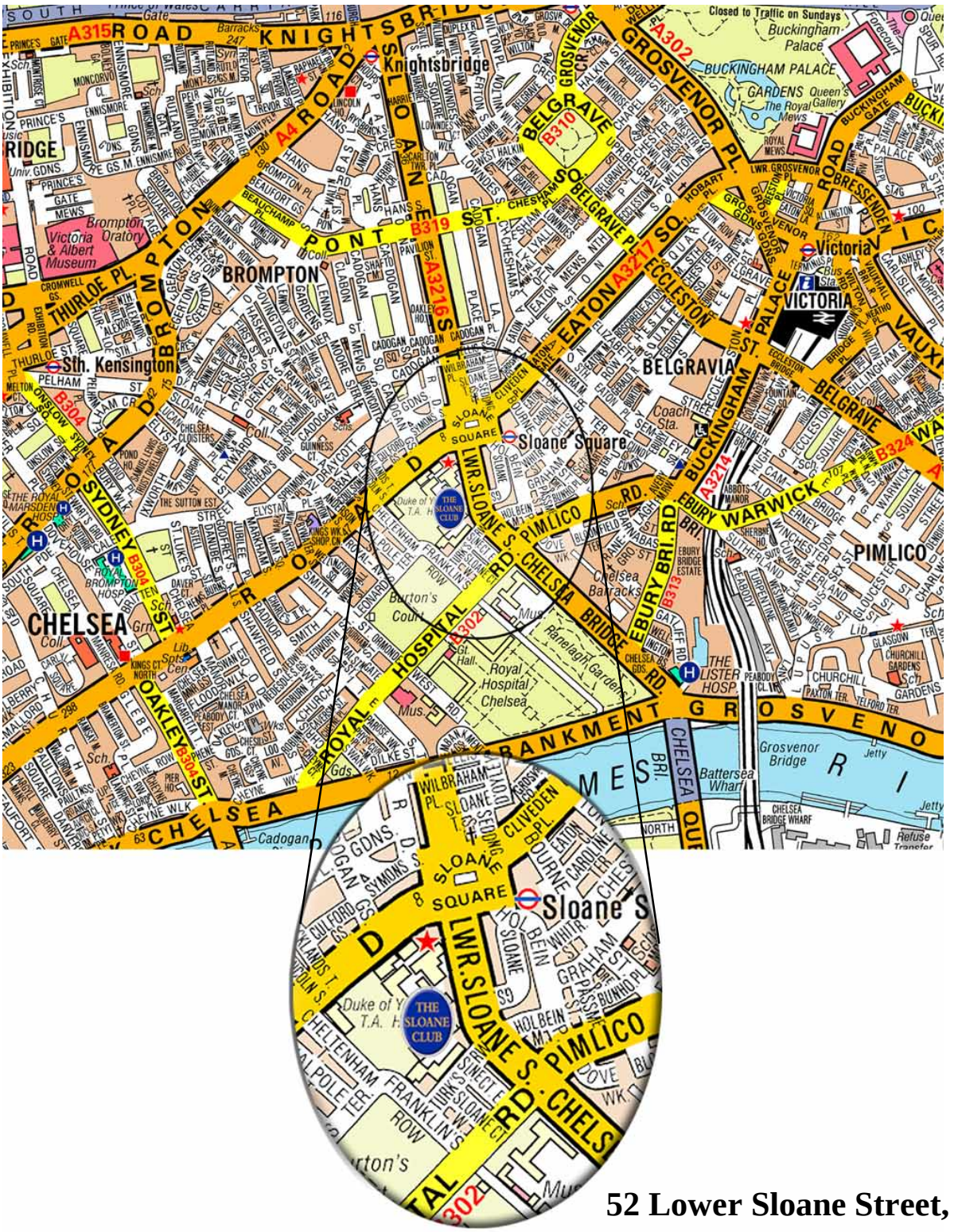
Arrival by train (Kings Cross) from Aberdeen:

London Underground, Piccadilly Line (southbound) to Knightsbridge



Hyde Park
ROTTEN ROW
NEW RIDE
SOUTH CARRIAGE DRIVE
KNIGHTSBRIDGE
Barracks
Bowater House
Mandarin Oriental Hotel
Tower Hotel
Knightsbridge
Basil Street Hotel
Fire Station
Capital Hotel
Chelsea Hotel
Harrods Store
Hyatt Carlton Hotel
Lowndes Hotel
Berkeley Hotel
Lanesborough Hotel
Wellington Arch
Wellington Museum
Inter-Continental Hotel
Hyde Park Corner
HYDE PARK CORNER
GROSVENOR
GROSVENOR CRESENT
Halkin Hotel
BELGRAVE SQUARE
BELGRAVE PLACE
CHESHAM PLACE
PONT STREET
SLOANE STREET
BROMPTON ROAD
BEAUCHAMP PLACE
EATON SQUARE
Cadogan Hotel
Brompton Oratory
Victoria & Albert Museum
Rembrandt Hotel
Ismaili Centre
Mag Ct
ENNISMORE GARDENS
ENNISMORE MEWS
GARDEN MEWS
WATTS WAY
PRINCE'S GATE MEWS
RUTLAND GATE
MONTPELIER
MONTPELIER WALK
MONTPELIER STREET
TREVOR PLACE
TREVOR SQUARE
TREVOR SQ
RAPHAEL ST
LANCELOT PL
CHEVAL PLACE
BROMPTON SQUARE
BROMPTON PLACE
BEAUFORT GARDENS
OVINGTON GDN SQUARE
OVINGTON
YEOMAN'S ROW
EGERTON GARDENS
EGERTON TERRACE
EGERTON CRES
WALTON STREET
HASKER ST
LENNOX GDN MEWS
LENNOX GARDENS
CLABON MEWS
CADOGAN SQUARE
CADOGAN PLACE
CADOGAN LANE
CADOGAN ROAD
HANS CRESENT
HANS ROAD
HANS PLACE
BASIL STREET
RYSBRACK
PAVILION ROAD
HARRIET WALK
LOWNDES SQUARE
LOWNDES STREET
WILLIAM MEWS
KINNERTON STREET
WILTON PLACE
WILTON CRESENT
WILTON ROW
BELGRAVE MEWS N
MOTCOMB STREET
WEST HALKIN ST
BELGRAVE MWS W
CADOGAN PL
CHESHAM STREET
LYALL STREET
HATTON MEWS NORTH
EATON PL
LOWNDES PL
BELGRAVE MS S
ECCLESTON MS
UPPER BELGRAVE STREET
CHESTER STREET
WILTON MS
CHAPEL STREET
HALKIN STREET
HEADFORT PL
MONTROSE PL
GROOM PL
CHESTER SQUARE
ALEXANDER PL
HURLOW SQ

Location of The Sloane Club



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