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?

MILLENNIUM HOTEL LONDON KNIGHTSBRIDGE

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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
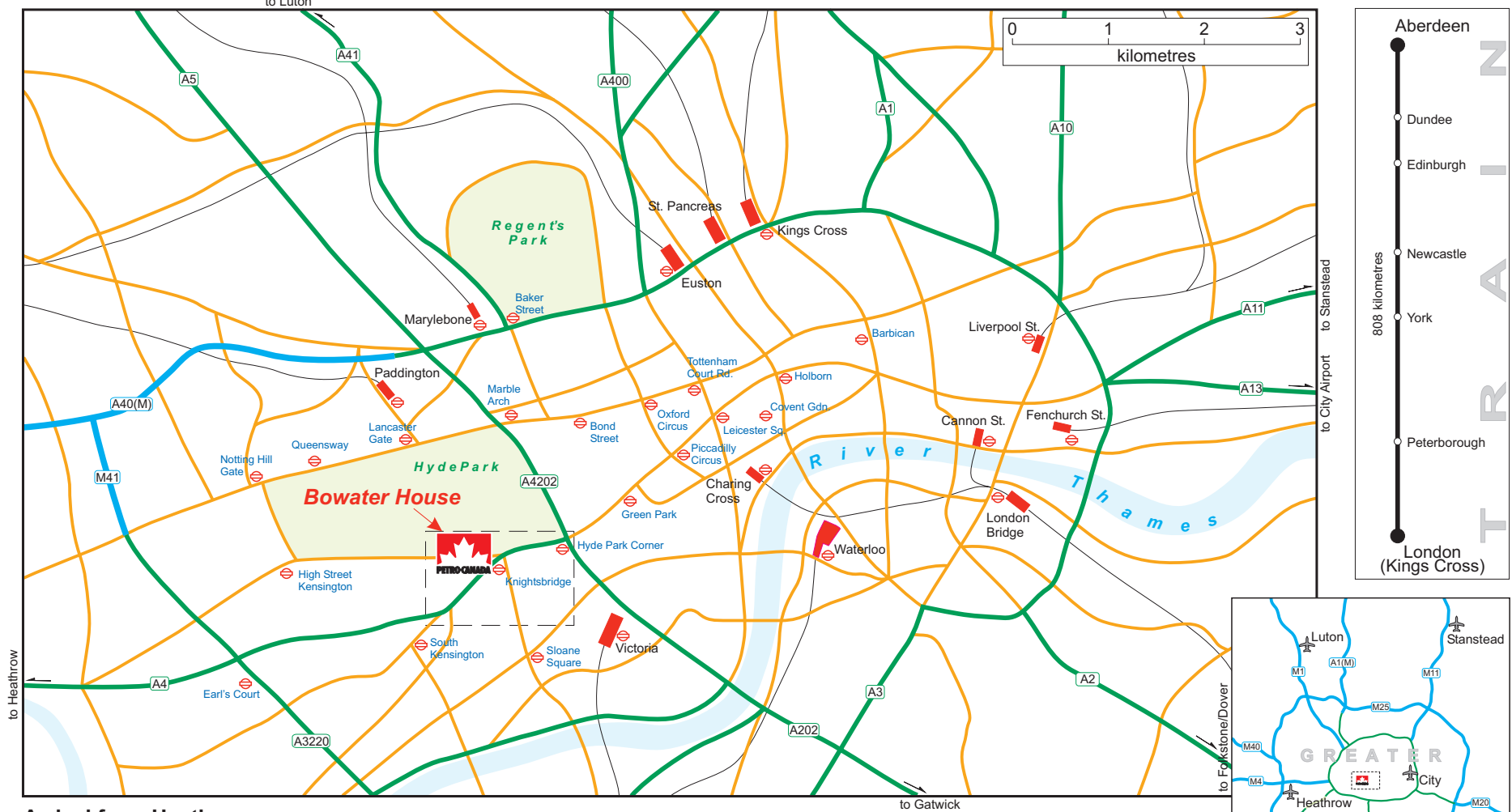
Arrival from Heathrow:
London Underground, Piccadilly Line (heading east) to Knightsbridge
Take Sloane Street exit from platform. Leave station by North Side exit. Bowater House is directly opposite. Petro-Canada reception on 6th Floor.

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

KNIGHTSBRIDGE

GROSVENOR CRESENT

HYDE PARK CORNER

GROSVENOR

Inter Continental Hotel

Wellington Museum

Hyde Park Corner

Wellington Arch

POL

Lanesborough Hotel

Mandarin Oriental Hotel

Barracks

Bowater House

PETRO-CANADA

Tower Hotel

Berkeley Hotel

WILTON ROW

WILTON PLACE CRESENT

HALKIN STREET

HEADFORT PL

Halkin Hotel

MONTROSE PL

CHAPEL STREET

Knightsbridge

P

Basil Street Hotel

Fire Station

Capital Hotel

RAPHAEL ST

TREVOR PLACE

TREVOR SQUARE

LANCELOT PL

TREVOR SQ

PO

P

BASIL STREET

HARRIET WALK

LOWNDES STREET

WILLIAM MEWS

KINNERTON STREET

WILTON STREET

BELGRAVE MEWS N

P

LOWNDES SQUARE

SLOANE STREET

BELGRAVE SQUARE

UPPER BELGRAVE STREET

WILTON MS

CHESTER STREET

Chelsea Hotel

Lowndes Hotel

P

ENNISMORE GARDENS

ENNISMORE GARDENS

ENNISMORE MEWS

RUTLAND GATE

MONTPELIER STREET

MONTPELIER WALK

CHEVAL PLACE

MONTPELIER PLACE

Harrods Store

HANS ROAD

BASIL STREET

RYSBRACK

PAVILION

HANS CRESENT

HANS

Hyatt Carlton Hotel

MOTCOMB STREET

WEST HALKIN ST

CADOGAN PL

BELGRAVE MWS W

CHESHAM PLACE

LYALL STREET

EATON SQUARE

WATTS WAY

GARDEN MEWS

PRINCE'S GATE MEWS

BROMPTON ROAD

BROMPTON SQUARE

BROMPTON PLACE

BEAUFORT GARDENS

BEAUCHAMP PLACE

P

PONT ST

MEWS

CADOGAN PLACE

PONT STREET

PONT STREET

PONT STREET

CHESHAM

WEST HALKIN ST

BELGRAVE MWS N

CADOGAN LANE

CHESHAM STREET

EATON MEWS NORTH

LOWNDES PL

HATTON MEWS S

BELGRAVE MSS S

ECCLESTON MS

WILTON STREET

EATON SQUARE

CHESTER SQUARE

Victoria & Albert Museum

Brompton Oratory

OVINGTON GDN SQUARE

YEOMAN'S ROW

OVINGTON SQUARE

OVINGTON GARDENS

EGERTON TERRACE

EGERTON GARDENS

EGERTON GARDENS

EGERTON CRES

LENNOX GARDENS

LENNOX GDN MEWS

WALTON STREET

HASKER STREET

CLABON MEWS

CADOGAN SQUARE

CADOGAN PLACE

CADOGAN PLACE

EATON PL

HATTON STREET

EATON SQUARE

Cadogan Hotel

Mag Ct

Ismaili Centre

Rembrandt Hotel

BROMPTON

P

THURLOW SQ

HURLOW PL

ALEXANDER PL

CADOGAN SQUARE

CADOGAN SQUARE