



Agenda

- Meeting: TMN Meeting #21 - *Innovation stimulation and delivery in the future*
- Date: Thursday 26th May - Friday 27th May 2005
- Venue: Statoil, Strandveien 4, Stjørdal, Norway [47] 74 86 2000
- Local contact: Inger Marie Malvik, Statoil, phone: [47] 73 58 4668
- Coordinator: Chris Dudgeon, OTM; mobile: [44] 7810 544495, office: [44] 1483 598000, chris.dudgeon@otmnet.com
- Hotel: Rica Hell Hotel, P.O. Box 100, N-7570 Trondheim/Vaernes, Norway
Phone: [47] 74 84 48 00, fax: [+47] 74 84 48 50.
Room rate: NOK 865 per night.
Please confirm accommodation requirement to Chris Dudgeon at OTM.
- Dinner: There will be a workshop dinner on Thursday evening to which all attendees are welcome – details will be advised at the meeting.
- Travel: The hotel is located approximately 500 metres from the airport (walking distance), and Statoil's offices for the meeting are 3 minutes taxi ride from the hotel. Chris Dudgeon will organise taxis to leave the hotel at 08.15 on Thursday 26th.

Day 1 (Thursday)			
	Welcome		08.30
1	Framework and objectives for the meeting	OTM	08.35
2	Introductions	All attendees	08.40
3	Introductory presentation – How to apply new technology, with examples of IOR projects on Åsgard field	Statoil	09.00
4	Round table sharing of successful practices / case histories etc related to meeting topic	All attendees	09.45
	Coffee		10.15
5	Round table sharing (continued)	All attendees	10.30
	Lunch		12.00
6	Round table sharing (continued)	All attendees	13.00
7	Introduction to the Operation Support Centre - Demonstration of well positioning for optimal production on Heidrun	Statoil	15.00
	End of day 1		16.00
	Tour of Hegra Fort and Dinner		17.15
Day 2 (Friday)			
	Welcome		08.30
8	Guest presentation by EMGS – An exploration technology from idea to commercialisation	EMGS	08.40
9	Round table sharing of successful practices / case histories etc related to meeting topic	All attendees	09.30
	Coffee		10.00
10	Round table sharing and discussion (continued)	All attendees	10.15
11	TMN management Any other business	All attendees	11.00
	Lunch		12.00
	End of meeting and departure		13.00



Workshop briefing notes

As has happened so successfully at recent TMN meetings, it has been agreed that all TMN members will each present a few 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 'Innovation stimulation and delivery in the future'. Please cover the following areas in your presentations:

- How does your company **define** 'innovation' in the context of technology?
- What is the current balance of **resources** (time and money) committed to innovation stimulation within your company, versus other areas of technology/ R&D activity?
- Do you think the reductions in oil company R&D spend (~50% overall reduction over last 10 years), together with an increasing focus on technology application/ deployment, are causing an **increase or a decrease in innovation** within your organisation? Why?
- What current **strategies** exist within your organisation regarding innovation stimulation and delivery in the future?
 - What is the rationale for these strategies?
- What specific **initiatives** are run within your company to implement these strategies?
 - What initiatives/ tools have your company actually run – and why?
 - Who does what?
 - 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?
- What **changing trends** have you identified in stimulating innovation and delivering results?
 - What are these trends?
 - Any particular benefits/ concerns you see emerging from these trends?
- Can you provide some **case histories** of innovation stimulation/ delivery?
 - Please give some real examples, including both successes and failures
 - What critical success factors can you identify?
 - Who did what?
 - Who was accountable – 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 / Directions for TMN Workshop – 26th-27th May 2005



Statoil's
Offices

Hotel

Airport