

Agenda

- Meeting: TMN Meeting #22 – Strategies for technology field trials / demonstrations**
- Date:** Thursday 4th May - Friday 5th May 2006
- Venue:** ConocoPhillips, The Texas Room, 600 N. Dairy Ashford, Houston, Texas 77079, USA
Switchboard tel no. [+1] 281 293 1000
- Local contact:** Colette Reynolds, ConocoPhillips, mobile [+1] 281 293 1649, office [+1] 281 293 6553
or Donna Weston, ConocoPhillips, phone [+1] 281 293 5636
- Coordinator:** Chris Dudgeon, OTM, mobile [+44] 7810 544495, office [+44] 1483 598000,
chris.dudgeon@otmnet.com
- Hotel:** The Omni Westside Hotel, 13210 Katy Freeway, Houston, Texas 77079
Phone [+1] 281 558-8338, Fax [+1] 281 558-4028
Website: www.omnihotels.com/FindAHotel/HoustonWestside.aspx
Room rate: \$129 per night (COP corporate rate).
- Please confirm accommodation requirements to Chris Dudgeon at OTM.**
- Dinner:** COP has arranged a suite at the baseball for the Thursday night. Transport will be provided to / from the venue plus dinner / drinks at the event. The Astros (World Series winners & local team) are playing the St Louis cardinals.
- Travel:** From the airport or from downtown, take the I-10 heading west out of Houston, then take Exit 753A (Eldridge Parkway) and turn right onto Eldridge Pkwy. Omni Westside Hotel is on the left as you approach the light at Eldridge and N Dairy Ashford. From this junction, go east through the light. ConocoPhillips is the first building on the left. Proceed to Visitor Parking and then walk to Visitor Reception. The meeting will be held in the Texas Room on both days.

<i>Day 1 (Thursday)</i>			
	Welcome		08.30
1	Welcome and introduction	Joe Leone, VP Technology, ConocoPhillips	08.35
2	Framework and objectives for the meeting	OTM	08.50
3	Introductions	All attendees	09.00
4	Review of responses to pre-workshop questionnaire on 'Strategies for technology field trials/ demonstrations'	OTM	09.15
5	Field trial case history - Emerging technology	ConocoPhillips	09.45
	Coffee		10.30
6	Round table sharing of successful practices / case histories etc related to meeting topic	All attendees	10.45
	Lunch		12.30
7	Round table sharing (continued)	All attendees	13.30
	Tea		15.30
8	Field trial case history - Casing drilling	ConocoPhillips	16.00
	End of day 1		17.00
	Dinner		18.00
<i>Day 2 (Friday)</i>			
	Welcome		08.30
9	Round table/ workgroup discussions	All attendees	08.30
	Coffee		10.00
10	Further round table/ workgroup discussions	OTM	10.15
11	TMN future plans – meeting topics etc Any other business	All attendees	11.30
	Lunch		12.30
	End of meeting and departure		13.30

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 'Strategies for technology field trials/ demonstrations'. Please cover the following areas in your presentations:

- What current **strategies** exist within your organisation regarding technology field trials/ demonstrations?
 - What is the rationale for these strategies?
- What is the current balance of **resources** (time and money) committed to technology field trials/ demonstrations within your company, versus other areas of technology-related activity?
- What specific **initiatives** are run within your company to implement these strategies?
 - What initiatives/ tools have your company actually run/ used – 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 technology field trials/ demonstrations?
 - What are these trends?
 - Any particular benefits/ concerns you see emerging from these trends?
- Can you provide some **case histories** of technology field trials/ demonstrations within your company?
 - 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?

