

## Agenda

**Meeting: TMN Meeting #27 – Knowledge Management and Technology Transfer**  
**Date:** Thursday 6<sup>th</sup> November - Friday 7<sup>th</sup> November 2008  
**Venue:** Total's Offices, Tour Coupole, 2 Place de la Coupole, La Défense 6, 92078 Paris  
 Switchboard tel no. [+33] 1 47 44 45 46  
**Local contact:** Pascale Morin, Total, mobile [+47] 905 23490  
**Coordinator:** Chris Dudgeon, OTM, mobile [+44] 7810 544495, office [+44] 1483 598000,  
 chris.dudgeon@otmnet.com  
**Hotel:** Saint James & Albany Hotel, 202 rue de Rivoli, 75001 Paris  
 Phone [+33] 44 58 43 01; Fax [+33] 1 44 58 43 37.  
 Website: [www.saintjamesalbany.com](http://www.saintjamesalbany.com)  
 Room rate: 209€ (single) or 219€ (double) including breakfast  
**Dinner:** Total has kindly arranged a city tour followed by a dinner cruise on the river Seine.  
**Travel:** There is no direct shuttle from the airport to the hotel. Please either get a taxi or use  
 the RER / metro. The closest metro station to the hotel is Tuileries on the line 1.  
 Please meet in hotel entrance hall at 08.00 for travel to La Défense, as below.  
 Further travel details are attached.

Day 1 (Thursday)			
	Meet in hotel entrance hall		08.00
1	Welcome and introduction	Total	08.30
2	Framework and objectives for the meeting	OTM	08.45
3	Introductions	All attendees	09.00
4	Introductory presentation on meeting topic: 'Knowledge Management and Technology Transfer'	Total	09.15
5	Round table sharing of successful practices / case histories etc related to meeting topic ( <i>see briefing notes on attached sheet</i> )	All attendees	10.00
	Coffee		10.30
6	Round table sharing (continued)	All attendees	10.45
	Lunch		12.45
7	Round table sharing (continued)	All attendees	13.45
	Tea		15.45
8	Guest presentation – To be confirmed	TBC	16.00
	End of day 1		17.00
	Cultural tour of Paris		18.00
	Dinner cruise		20.30
Day 2 (Friday)			
	Meet in hotel entrance hall		08.00
	Start of Day 2		08.30
9	Round table sharing (continued)	All attendees	08.30
	Coffee		10.00
10	Feedback on collaborative opportunities discussed at last meeting	OTM	10.15
11	TMN future plans – meeting topics etc Any other business	All attendees	11.30
	Lunch		12.00
	End of meeting and departure		

## **Pre-meeting Briefing Notes – Presentation Guidelines**

As has happened so successfully at recent TMN meetings, it has been agreed that all TMN members attending the meeting 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 '**Technology Transfer and Knowledge Management**'.

Two key elements through which R&D and technology groups can maximize their economic impact on their organisations are technology transfer and diffusion of information and know-how throughout the company.

Technology transfer lies at the end of the R&D cycle, and is the ultimate arbiter of success for single projects and for entire R&D portfolios. Experience teaches us that encouraging the first use of innovative technologies by our assets and then achieving their full industrialisation is perhaps the most difficult step in the entire R&D venture. A similar challenge is associated with the early capture of new third party technologies, both from within the oil industry and also from other industry sectors (e.g. aerospace etc).

Knowledge-management instruments have been widely introduced in the industry over the past 15 years. They can be used to promote the diffusion of technical information and know-how, and can have a synergistic effect on the uptake of new technologies and on achieving the full adoption of technologies in favour of business efficiency.

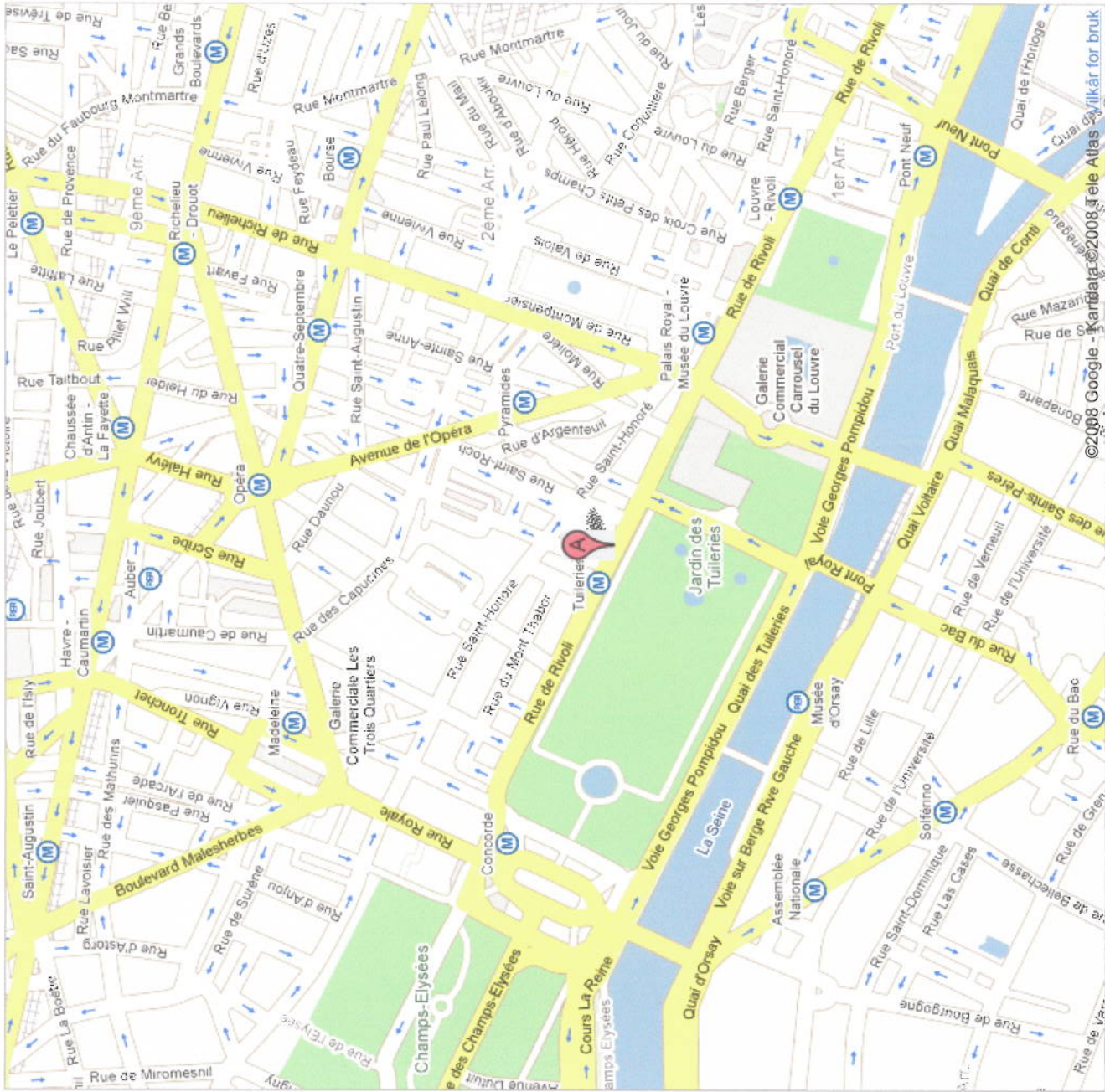
In both these areas, oil companies have taken different approaches, and their level of activity today may reflect the approaches tried and the culture of the company and of its human resources. We hope to explore these approaches and related successes (or otherwise), at this meeting.

### **Please cover the following areas in your presentations:**

- 1) What are the key technology transfer instruments used within your company?
  - a) Which of these have proved most successful in finding and capturing technologies?
  - b) Which of these have proved most successful in improving uptake of technologies by your assets?
- 2) For capturing technologies from other (non-oil) industry sectors, which sectors have been most fruitful? What intermediaries/ organisations have you used?
- 3) How and to what extent, do you make public your technology challenges, to assist with finding technology solutions?
- 4) What are the key knowledge management instruments used within your company?
  - a) Which of these have proved most successful in improving uptake of technologies by your assets?
- 5) How do you measure the success of knowledge management instruments?
- 6) Please give some real examples, including both successes and failures!

**Maps / Directions**

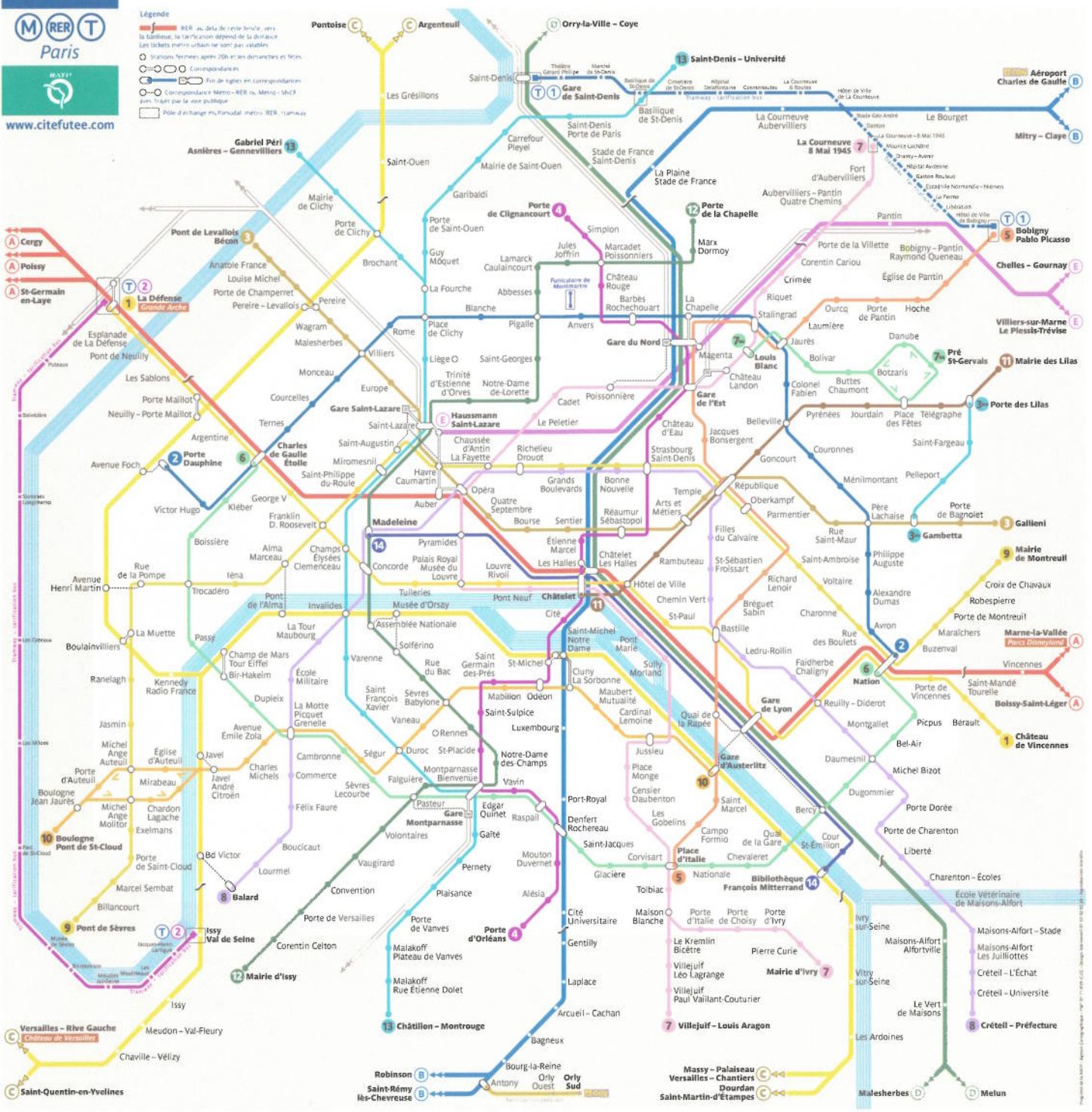




A. Sa Saint-James Et Albany  
202, Rue Rivoli, F-75001 Paris



**Légende**  
 RER au-delà de cette limite, vers la banlieue, la tarification dépend de la distance.  
 Les tickets métro urbain ne sont pas valables.  
 Stations fermées après 20h et les dimanches et 90c.  
 Correspondances  
 Fin de lignes en correspondance  
 Correspondance Métro-RER ou Métro-SNCF avec trafic par la voie publique  
 Pôle d'échange multimodal métro-RER-tramway



Informations en ligne : [www.ratp.fr](http://www.ratp.fr) - Appels d'urgence : 112 (tous les jours) - 116 (tous les jours) - 117 (tous les jours) - 118 (tous les jours) - 119 (tous les jours)



1

