

## Agenda

Meeting: **TMN Meeting #29 – “Technology Value Analysis and Business Cases – how to demonstrate the value of technology and create compelling business cases”**

Date: Thursday 3<sup>rd</sup> - Friday 4<sup>th</sup> December 2009

Venue: Statoil, Forusbeen 50 (Forus East), Entrance 1, Meeting Room F2015, Stavanger, Norway. Phone : +[47] 51990000

Local contact: Per Ivar Karstad, Statoil, phone [+47] 41512653

Coordinator: Chris Dudgeon, OTM, mobile [+44] 07810 544495, office [+44] 1483 598000, chris.dudgeon@otmnet.com

Hotel: Radisson SAS Atlantic Hotel, Olav V's Gate 3, Stavanger, N-4002, Norway  
Phone: +[47] 51 76-1000, Fax: +[47] 51 76 10 01.  
Room rate: NOK 1505 (single) per night  
Please confirm accommodation needs to Chris Dudgeon at OTM as soon as possible.

Travel: To get to the hotel from the airport take a taxi (approximately 20 mins).

Day 1 (Thursday)			
	Meet in hotel entrance hall		08.00
1	Welcome and safety briefing	Statoil	08.30
2	Framework and objectives for the meeting	OTM	08.45
3	Introductions	All attendees	09.00
4	Introductory presentation on meeting topic	Statoil	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	External perspective on technology valuation	Martin Trehwella, OTM Consulting	13.45
8	External perspective on technology value demonstration	Morten Wiencke, Demo2000	14.30
	Tea		15.15
9	Round table sharing (continued)	All attendees	15.30
	End of day 1		17.00
	Dinner at Jans Mat & Vinhus, Breitorget 6, Stavanger		19.00
Day 2 (Friday)			
	Meet in hotel entrance hall		07.30
	Start of Day 2		08.00
10	Discussion on emerging themes and practices	All attendees	08.00
	Coffee		10.00
11	Further round-table discussion and conclusions	All attendees	10.15
12	Update on collaborative opportunities initiated from TMN: Technologytradingpost, Energy Efficiency Network (TIREE)	OTM	11.00
13	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 practices/ lessons learnt relating to the meeting topic.

Several of you have asked at recent meetings for more time for open discussion and Q&A, so:

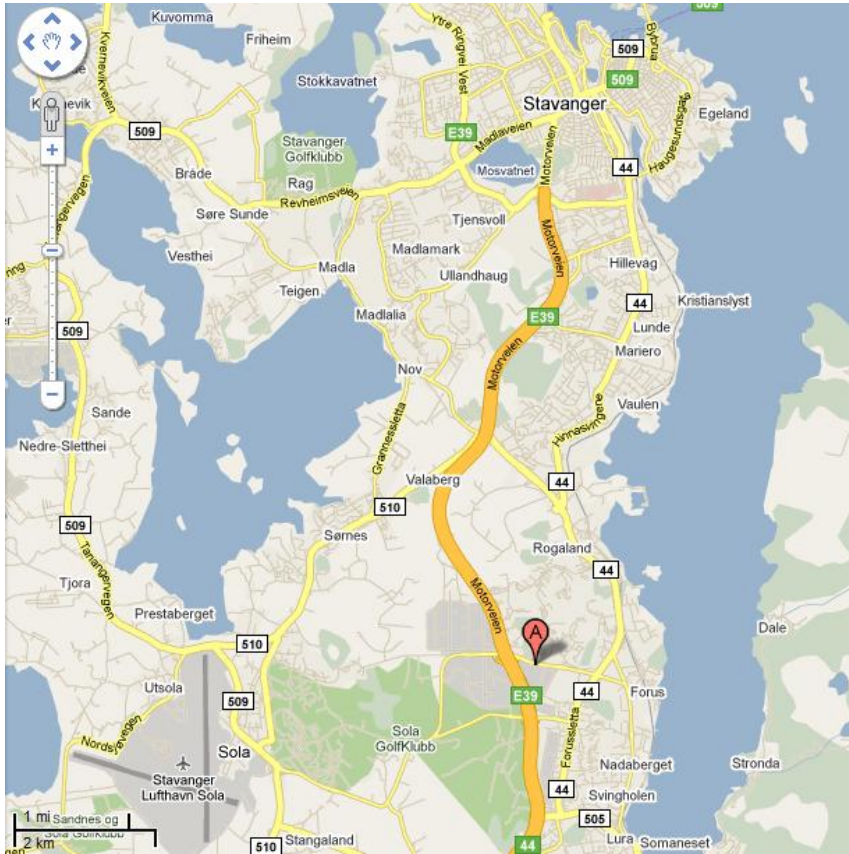
- Please bring no more than ten slides for your presentation;
- Please let Chris Dudgeon know in advance any specific questions you may have, which you would like addressed during the meeting.

**Please answer the following 5 questions in your presentations:**

- 1) How does your company currently analyse the value of technology? What works really well?
- 2) How does your company demonstrate this value:
  - a) To business units, to stimulate deployment of specific technologies?
  - b) To technology managers, to guide R&D planning/ R&D project selection?
- 3) What analytical tools does your company use?
  - a) What are the perceived strengths and weaknesses of these?
- 4) How does your company create compelling business cases for deployment of technology in assets?
- 5) Please give some real examples and case histories – including both successes and failures!

## Directions

Stavanger Region, showing airport, Statoil offices (marked 'A') and downtown (hotel and dinner):



Stavanger downtown, showing Radisson SAS Atlantic Hotel and dinner restaurant:

