

## Agenda – TMN Meeting #32

Meeting topic: **“Technology development: collaborate or compete?”**

Date: Thursday 5<sup>th</sup> - Friday 6<sup>th</sup> May 2011

Venue: Marathon Oil Company, 5555 San Felipe, Houston 77056-2723, Texas, USA.  
Switchboard Tel no: [+1] 713-629-6600.  
Meeting being held in conference room P1012/1013 (Level 10 of the Parking Garage houses the on-site conference center where the room is located. However, on arrival, please report to the Security Desk/ Reception at Level 2 of the Main Building).

Local contact: Tim Tipton, Marathon, [+1] 713-296-3434

OTM contact: Chris Dudgeon, OTM Consulting, mobile [+44] 7810 544495, office [+44] 1483 598000

Travel: Please see map attached (page 3) showing the location of the meeting venue.

Dinner: Truluck's Restaurant, 5350 Westheimer, Houston, TX 77056.  
Tel no: [+1] 713 783 7270. Website: <http://trulucks.com/pages/houston-texas>

Day 1 (Thursday 5 <sup>th</sup> )			
1	Welcome and review of agenda	OTM	09.00
2	Introductions and objectives	All attendees	09.10
3	Introduction by host	Tim Tipton, Marathon	09.20
4	Round table sharing of successful practices / case histories etc related to meeting topic ( <i>see briefing notes on attached sheet</i> )	All attendees	09.45
	Coffee		10.30
5	Round table sharing (continued)	All attendees	10.45
	Lunch		12.30
6	External perspective on technology development - 1	Dr Martin Trewhella, Head of E&P Technology Strategy, OTM Consulting	13.30
7	External perspective on technology development - 2	Professor Stephen Holditch, Texas A&M University	14.15
	Tea		15.00
8	Round table sharing (continued)	All attendees	15.20
	End of day 1		17.30
	Dinner at Truluck's restaurant		18.00
Day 2 (Friday 6 <sup>th</sup> )			
	Start of Day 2		09.00
9	Further round-table discussion and conclusions	All attendees	09.00
	Coffee		10.30
10	Discussion on emerging themes and practices	All attendees	10.45
11	TMN future plans – meeting topics etc/ Any other business	All attendees	12.00
	Lunch		12.30
	End of meeting and departure		13.30

## Presentation and Discussion 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. Please bring no more than 10-15 slides for your presentation, to ensure we have plenty of time for open discussion and Q&A throughout the meeting.

Regarding the meeting topic, and areas to address in your presentation and discussions, the meeting topic will be 'Technology development: collaborate or compete?'

Based on the topic, please address the following areas in your presentation:

1. Description of how technology acquisition decisions are made within your own company (including your rationale for making 'build vs collaborate vs buy' decisions in technology development).
2. The role of 'open innovation' within your overall technology development programs, and your approaches for encouraging this.
3. Approaches for extracting maximum value from 3rd-party, collaborative, and in-house innovations.
4. When to encourage diversity/ innovation in technology, and when (and how) to drive for common standards.
5. The alignment of all the above elements of technology strategy, with overall Corporate strategy.
6. Case histories (examples of build (in-house), collaborate, and buy (3<sup>rd</sup> party)).

