



PPDM PRESENTATION GUIDELINES

The Professional Petroleum Data Management Association (PPDM) is the not for profit, global society that enables the development of professional data managers, engages them in community, and endorses a collective body of knowledge for data management across the oil and gas industry. It is through the experts in industry sharing their knowledge, wisdom and best practices that the community is able to come together and grow.

Our objective of these presentation guidelines is to establish clear criteria for submission and selection of presentations during a PPDM event. We believe this clarity is the foundation to mutual success, and will help avoid presentations that are to 'sales-pitch' oriented. These rules do not apply to another standards body or not for profit organization as approved by the leadership team.

ABSTRACT AND PRESENTATION GUIDELINES

- Abstracts should summarize a noncommercial, technical or educational presentations about solutions, approaches and areas of technology and standards application, or of other identified relevance to attendees such as professional development. They should show:
 - Lessons-learned from other industries that provide value in solving E&P challenges.
 - Excellence, best practices and data quality.
 - Focus on theory, case studies on application, evaluation, results, management processes and application, impact on value, and/or other management and technical benefits and costs.
 - Illustrate topics using real experiences, case studies and metrics where possible.
 - Showing real numbers and models such as cost vs benefit (confidential information exempted)
 - Discuss business benefits realized from effective data management practices.
- Showcase collaboration between energy companies and/ or energy companies and software, service and data standards providers.
- Abstract and presentation should be in English, completely original, and address issues as outlined in the conference or industry themes.
- Do not include any defamatory, abusive, profane, threatening, offensive, or illegal materials.
- Do not include any information or other material protected by copyright without the permission of the copyright owner. By using material, you warrant and represent that you own the copyright with respect to such material or have received permission from the copyright owner.

ABSTRACTS OR PRESENTATIONS THAT ARE DEEMED OVERLY COMMERCIAL WILL BE REJECTED

- If a presentation requires explanation of a particular commercial product to provide foundation, this must be done in ONE slide. Even if more than one product is used, only one slide may be used.
- Lists of clients (verbal or on slides) who use your products or services are not allowed.
- Video presentations about your product or service may not be used.
- Customer endorsements by co-authors may only be included if it is spoken by the customer in person. No other endorsements are allowed.
- Screen shots should be limited and only used when essential to the message. Screen shots are often difficult to see during the presentation, and send off a clear optic of "sales pitch".
- Destructive comparisons to products or services offered by others are not allowed (ie: my product is better than Sally's because hers can't do this).
- A single closing slide may include a URL to online information about your product that delegates may follow at their discretion.
- Question time following a presentation will be considered a part of the presentation. Any questions on specific products should be taken offline.

COMMERCIAL PRESENTATION PROCESS

If a presentation is determined to be too commercial during the event, the Leadership Team or PPDM Staff will follow this process:

- A violation sign will be held up by the Leadership Team or Staff member for the speaker to see. This will serve as the only warning the presenter will receive during the presentation.
- If the presentation continues to be too commercial, the Leadership Team or Staff member will join the speaker on the stage and gently announce to the audience that the presentation must now come to an end, and any questions can be directed to the speaker at an appropriate break. The Leadership Team or Staff member can then either ask the next speaker to come to the stage for their presentation or take a short break, depending on the timing of the event.
- The speaker will then be contacted by PPDM staff after the event to discuss the commercialism of their presentation.
- Presenters who repeatedly present commercial messages may not be permitted to speak at future events for a set amount of time.

The Professional Petroleum Data Management Association (PPDM) is the not for profit, global society that enables the development of professional data managers, engages them in community, and endorses a collective body of knowledge for data management across the oil and gas industry.

For more information, contact us:
info@ppdm.org
www.PPDM.org

Abstracts or Presentations that are deemed overly commercial will be rejected



SPEAKING ABSTRACT PROCESS INFORMATION

The process for submitting an application to speak at a larger PPDM Event (Workshop or Symposium) is outlined below. This process is not concrete and may be changed on a case by case basis depending on circumstances.

- When an event has been announced on the PPDM Website (www.ppdm.org), potential speakers are invited to submit an abstract to speak at the event.
 - The deadline for abstracts will depend on the nature of the event and other intervening factors such as holidays.
 - Symposia – The deadline for abstracts for Symposia is generally four months in advance of the event.
 - Workshops – The deadline for abstracts for Workshops is generally three months in advance of the event.
 - Luncheons – The deadlines for talk titles for Luncheons is generally one month in advance of the event. Full abstracts are not generally required for luncheons but are definitely appreciated as they will encourage attendees to register.
 - Submissions for the speaking slots should be processed through the PPDM website - http://ppdm.org/ppdm/PPDM/events_list/Abstract_Submissions/PPDM/Abstract_Submissions.aspx?hkey=da84b980-fb6b-45ff-83ff-2360c032abc3
 - Important information for the speaking slots includes:
 - Full Name of presenters (and co-presenters)
 - Company
 - Event Name
 - Talk Title – Max of 75 Characters (less is better)
 - Short Biography – Max of 500 characters.
 - Presentation Abstract (short description of the planned presentation) – Max of 1,000 characters
 - Abstracts will then be given to the applicable regional Leadership Team to review as they come in. Depending on the abstracts received and event timing, abstracts received after the deadline may not be reviewed.
- The regional Leadership Team will review all abstracts and decide on which abstracts they feel will have the best value for the membership/attendees. They will then build a tentative agenda ordering the presentations as they decide makes the most sense.
- The Leadership Team will source presentations on desired content that was not provided through submitted abstracts, as required.
- The draft agenda will then be presented to the other Leadership Team Chairs for review and comment.
- The agenda, following any last changes, will then be presented to PPDM management for final approval before public posting.
- The agenda will then be posted to the event website, and each of the speakers will be contacted individually with the following information:
 - Whether their abstract was approved or not, or if it requires any changes
 - The time and date of their presentation
 - Outstanding items such as biographies, photographs, contact details, etc.
 - Discount codes for registering to attend (generally 50% off) – Speakers are expected to register a minimum of one month in advance of the event in order to secure their speaking spot. Speakers who do not register by that period may risk losing their speaking spot.
 - Deadlines including when presentations are to be submitted for approval by the regional Leadership Teams
 - Speakers Agreement for review and to be returned
 - Checklist, as appropriate, of outstanding items
- Speakers whose abstracts may not have been approved in the initial review may be waitlisted for a spot should one open up.
- Speakers will be expected to provide their presentation a minimum of one week in advance for the Leadership Team to review. This review will include checking for commercial messaging, testing on the presentation technologies, confirmation that all images and transitions correctly transferred. Biographies will be used for speaker introductions during events. ■

Questions on this process or any upcoming event may be emailed to events@ppdm.org