Call For Abstracts

We Want Your Abstract for the Houston Professional Petroleum Data Expo!
The PPDM Association is bringing back the successful Houston Professional Petroleum Data Expo, March 31-April 1, 2020, at the Westin Houston Memorial City. Attendees at this event can look forward to building their own experience with multiple streams of presentations, panel discussions and interactive sessions on a variety of topics.

Theme
The theme for this year's Expo will be *'Using Digital Transformation To Transform Your Future'* – presentations that match this theme will be given preference, however not all presentations must match this theme for consideration. There are five specific tracks that have been selected of highest interest to attendees and will be given priority in the agenda building by the Leadership Team into streams. We are also looking for more presentations this year on Seismic data management and Geospatial data management.

- **Cloud** - One of the biggest impacts to data management in digital transformation is the growing effort to store, manage, and access our data from the cloud. Help the Professional Petroleum Data Expo attendees transform their careers by sharing your ideas, use cases and implementation strategies for data in the cloud.
- **Analytics** - Data and analytics continue to be at the core of every competitive business. With analytics as the scientific process of transforming large sets of data to uncover hidden patterns and correlations into insights, it allows companies to make informed decisions. Have analytics solutions (descriptive, predictive, prescriptive) helped your organization make improvements or changes? Attendees at the Professional Petroleum Data Management Expo want to hear your story, your learnings and your successes. We want to hear about how you have used analytics to drive business improvements and ultimately empower your organization's vision.
- **Data Collaboration** - In the modern oilfield, new technology is providing unprecedented volumes of data that bring additional opportunities and challenges to what is already a complex industry. Those responsible for overseeing that data must determine what is the necessary volume of data and filtering it down through KPIs that unlock its hidden value. Other industries such as banking and financial institutions have been collectively pooling their data for years to get broader, more informed views of industry trends. However, historically in the upstream oil and gas industry, substandard technology and the desire to protect competitive advantage have prevented organizations from collaborating on addressing challenges, share lessons learned, and benchmark their outcomes with the

higher quality data and limited risks. With the industry approaching a crossroads, the ability to harness the resources and technology that is currently available to maximize operational efficiencies becomes even more imperative not just for today's initiatives, but for future innovation.

- **Start Ups** - We have seen the formation of many new operating companies over the last couple of years. Alongside the normal operational and organizational challenges associated with building a new company are the challenges surrounding data management. Many companies are finding that in order to compete in a crowded field with companies much bigger than their own, they need to be more efficient and do things differently. We want to hear your story. We want to hear what makes your company special and how you are using data to transform your future.

- **PPDM Workgroups & Committees** - Oftentimes, many of PPDMs members don't get to see the work being conducted within the workgroups and committees. It would be beneficial to either showcase projects volunteers participate in or present the current status of the workgroup/committee. If you have an update on your groups work, or would like to spread the word about your group's vision on using data to transform the future and solicit volunteers, we want your topic!

Important Information

Abstracts will be reviewed/approved by the Houston Leadership Team. The deadline for **abstracts is November 1, 2019**. Speakers may submit multiple abstracts. Abstracts may be submitted through the PPDM website or email - events@ppdm.org. Abstracts must include name(s), titles, contact details, a short outline, presentation type, and a brief biography. Speakers will be given a 50% discount on the registration rate. Speakers must register two months ahead and are required to fill out a Speakers Agreement. Presentations may be run multiple times depending on interest. *Only sponsor presentations will be permitted to have commercial content*.

What Types of Presentations We Are Calling For

There will be several types of presentations:

- Interactive Sessions – provide attendees with valuable takeaways or feedback. Interactive sessions may include building sessions (ie: building a LinkedIn Profile), 20/20s (20 mins presentation/20 mins discussion), specific topic deliberations, campfire discussions, speed dating (2 minute sessions switching between people) or other interactive types. Interactive sessions are the most highly requested presentations by attendees.
- Traditional presentations.
- Mini-Sessions style presentations – 10 to 15-minute to the point debate style presentations.
- Panel discussions

There will be five different stages in different rooms dedicated to streams of presentations – if you have a specific stream you wish your abstract to be considered for, please indicate in your abstract submission. Case Study presentations featuring vendors and operators are popular with the attendees and may be given preference.

Thank you to the Houston Leadership Team

- Megan Potter, ConocoPhillips (Chair)
- Eileen Mahlow, XTO Energy (Secretary)
- Amii Bean, EnerVest Operating LLC
- Amy Moore, Stonebridge Consulting
- Cindy Cummings, Repsol
- Courtney Samohyl, BP
- Uwa Airhiavbere, Microsoft

- Derek Garland, WellDrive
- Donna Wise Joseph, Shell
- John Renfro, Wood MacKenzie
- Kelly Sanchez, DrillingInfo
- Rick Prucha, Anadarko