


## Outline

- General Study Group Guidelines and Recommendations
- How to Be a Successful Study Group
- What Happens Before the Meeting / Event
- What Happens at the Meeting / Event
- Recommended Sponsorship Levels
- SPE Distinguished Lecturer Program
- Who is Going to Help Me





## General Study Group Guidelines and Recommendations

- SPE-GCS Mission (2 out of 5)
  - Providing forums that afford members the opportunity to upgrade and maintain professional competence
  - Providing social interaction that increases member participation in Section activities as a whole, while striving to maintain the integrity of the Section
- Promote Collaboration between Study Groups
  - Exchange experiences and best practices
  - Study Groups joining forces
- Collaborative events with other organizations
- Seek out sponsorships for events
- Pursue opportunity to provide 1 “big event” (seminar, assembly, meeting, congress, session, conclave, quorum, etc.)
  - SPE Event Naming Policy
    - Our customers should know from the event title what content is covered and in what format.



## How to Be a Successful Study Group

- Define program goals
- Line up speakers well in advance
- Minimize clustering group programs on same or near same day with other study groups
- Provide event details in time to be on the websites, included in email blasts and in the monthly newsletter
- Establish a backup plan for missing speakers:
  - Prepared presentation by study group member
  - Existing ATCE presentations
- Advertise meetings as much as possible and within the SPE guidelines
- Make use of the Distinguished Lecturer Series

## What Happens Before The Meeting / Event

- Secure speaker and venue
- Ensure speakers follow non-commerciality policy"
- "Free" Venues
  - Marathon
  - Oxy
  - Newpark Drilling Fluids
  - Wild Well Control

- ExxonMobil
- Station Houston
- SPE-GCS Office
- Texas A&M Business School (City Center)



- "Paid" Venues
  - Norris Center
  - Petroleum Club
  - Four Seasons Hotel
  - Southwestern Energy
  - Fleming's Prime Steakhouse
  - Landry's Seafood
  - Houston Exponential

## What Happens Before The Meeting / Event

- Create the event on the GCS Website
  - <https://www.spegcs.org/events>
  - If you have set dates then add placeholders
  - Suggested to use the standard pricing

Attendee Description	Fee	SEF Donation Included	Net Pricing for Event
Member	\$45	Y	\$40
Non-Member	\$55	Y	\$50
Student/MIT/Retired	\$20	Y	\$15
Walk-in	\$55	N	\$55
Webinar	\$20	Y	\$15



- Connect Submission Guidelines
  - <https://www.spegcs.org/newsletter-archives/>
  - Prior to the newsletter being published the SG chairs will receive a PDF copy to review.
- Ensure venue is ready for meeting / event
  - Confirm dates and numbers
  - Finalize contracts, if needed

## What Happens At The Meeting / Event

- The Registration committee members set up the registration table and lays out the forms and name tags (preprinted before the meeting using purchased supplies using the pre-registration info from GCS website). **Fully setup "prior" to the start time.**
- PPT started with pre-meeting info (format available if needed).
- The Registration committee members process pre-registered participants and walk-ins.
  - Payments at the event can be by check or credit card. Square Reader or laptop can be used for payments (prefer laptop logged into GCS website).
- If Webinar is to be provided this equipment is setup.
- Start the speaker on time with room at the end for Q&A.
- **Don't let the meeting run over the published time.** Close the meeting out and say the speaker will be here for a few minutes to answer any further questions.
- Be sure to present the speaker with and gift, thank the participants and remind them of your next date.
- Speaker gifts are up to the SG's. Gift cards work well.



## What Happens After The Meeting / Event

- It's important that the SG treasurer gets their report submitted to the SPE-GCS treasurers.
- This includes the "actual" participation numbers.
- The registration committee should provide the "actual" numbers to the treasure at the event.
- The actual numbers are required for the monthly board meetings and our annual SPE report.





## Recommend Sponsorship Levels

- These are "Guidelines" to be used

Benefit / Sponsorship Level	Platinum Special Annual Event \$6,000	Gold Special Annual Event \$4,000	Silver Special Annual Event \$2,000	Bronze Luncheon / Networking Event \$500
Logo on SPE-GCS event webpage	✓	✓	✓	✓
Logo on SPE-GCS Connect Newsletter Event Listing	✓	✓	✓	✓
Advertisement in Program Book for Event	Full Page	Half Page	Logo for all sponsors	Logo for all sponsors
Logo on Sponsorship Banner/Poster during Event	✓	✓	✓	
Logo on Pre-Event Slide Show	✓	✓	✓	
Complimentary Registration to Event	3	2	1	
Exclusive Recognition During Monthly Luncheon / Networking Events	3 events	2 events	1 event	
Promotional items with Sponsor's Logo for Event	Provided by Sponsor	Provided by Sponsor		
Special Company Flyer for Program Book for Event	Provided by Sponsor			

## SPE Distinguished Lecturer Program

- SPE sends out the "next" year list in JANUARY
- Section Program Chair creates the "ballot" and sends to the SG Chairs and SG Program Chairs
- SG's vote for their preferred lectures
- Section Program Chair sends in our top 10 lecturer list
- SPE sends out the final lecturer results to the sections
- Section Program Chairs reviews the ballots that were returned and allocates DL's to the appropriate SG (if you did not return a ballot you will not be considered for a DL).

Lecturer	Title of Lecture	Date
Ben Stephenson	Data Analytics with Human Intelligence: Outlier Analysis for Decoding Unconventional Plays	05-Nov-19 Permian Basin
Mary Van Domelen	Thriving in a Lower for Longer Environment	13-Jan-19 Westside
B. Todd Hoffman	Enhanced Oil Recovery (EOR) for Unconventional Reservoirs: The Next Big Thing?	06-Apr-20 Reservoir

## Who is Going to Help Me?

- The past Study Group Programs Chair
- The study group Chairman, Vice Chairman, Registration Chair, Programs, Facility Chair, etc.
- Your Board Liaison (see next slide)
- Bill Davis
  - [bdavis0819@gmail.com](mailto:bdavis0819@gmail.com)
  - 281-687-1590
- Kristen Washam
  - [Spe-gcs@spe.org](mailto:Spe-gcs@spe.org)



## Who is Going to Help Me?

### Board Liaisons

Steve Loving  
C&P, WS, MIT



Kim Padeletti  
Inn, WIN, EnergyDot



Jose Villa  
PB, Res, WWM



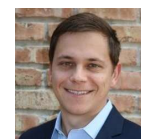
Leslie Malone  
BD, Gen, GeoMech



Prashant Sainani  
Drlg, NS, CFD, YP



Mikhail Alekseenko  
DA, DT



## Questions

