



## SPE-GCS Special Event Naming Guidelines

### Purpose

- To create a set of guidelines for the SPE-GCS groups to use when they are planning a special event outside of the standard “luncheon/networking” format.
- Typically this would be at least a half day event and preferable one or more days.
- Our customers should know from the event title what content is covered and in what format.
- Successful recurring events should have a consistent title that is relevant from year to year.

### Event Naming Guidelines

1. The official event name must be approved by the SPE-GCS Programs Chair before publishing it on any public-facing communication such as websites, social media, printed brochures, flyers or technical programs.
2. All event names will begin with “SPE-GCS”.
  - E.g. “SPE-GCS Oil Patch Orientation”
3. The year of the event should not be included in the official title.
  - Incorrect: “2018 SPE-GCS Oil Patch Orientation”
  - Correct: “SPE-GCS Oil Patch Orientation”
4. The event name must correctly reflect the content of the technical program.
  - If the title is specific to a topic or discipline, then the content in the technical program must match the title.
  - If the title is very general, then the technical program should be necessarily broad.
5. Event names should not include a SPE restricted name (see SPE Event Naming Policy section below).
  - Suggested event names:
    1. Seminar, Panel, Event, Series, Session, Colloquium, Conclave, Roundtable, Meeting, Congress, Clinic
  - The event name can also be branded without the use of any specific event name
    1. E.g. SPE-GCS RoughNeck Camp
    2. E.g. SPE-GCS Oil Patch Orientation
6. For events where the program content is developed in partnership with a non-SPE association or partner, the names of all partners can be included in the event title.
  - E.g. “SPE-GCS / AAPG / HGS The Story of North American Energy”
7. Event name acronyms should not to be used in official conference communications such as websites, printed brochures, and technical programs.
  - If using the full name is awkward because of its length, the use of a recognized acronym may be approved by the SPE-GCS Programs Chair (or their designate).
    1. “RNC” for RoughNeck Camp



8. The official name of the event will be used consistently on all of the following:
  - SPE-GCS Calendar
  - Marketing/promotional materials
  - Pre-program/Full Technical Program
  - Event webpage
  - Official communications (Emails, Flyers, Press Releases)
  - Technical papers generated for the event, if applicable.
  - Presentation materials
9. If SPE-GCS decides to pursue the use of a SPE restricted event name then we'll need to get the approval of the "SPE Board Committee on Training, Programs, and Meetings".

SPE Event Naming Policy (effective March 7, 2015)

Section or region-managed events that are defined in Appendix A have 5 years to either comply or receive an exemption from SPE Board Committee on Training, Programs, and Meetings (TPM). This Event Naming policy is written as a service to our membership to ensure consistency and quality in our SPE branded events.

<b>Event Type</b>	<b># attendees*</b>	<b>Call for Papers</b>	<b>Exhibitors</b>	<b>SPE Staff-Managed</b>	<b>Regional/Section-Managed</b>	<b>Invitation Only</b>
<b>Conference</b>	200+	Y	Y	Y	N	N
<b>Symposium</b>	100+	Y	Y	Y	Y	N
<b>Workshop</b>	< 175	N	N	Y	N	N
<b>Forum</b>	<75	N	N	Y	N	Y
<b>Summit</b>	< 100	N	N	Y	N	Y
<b>Training Course</b>	< 30	N	N	Y	N	N

*\*Denotes guideline, not policy*