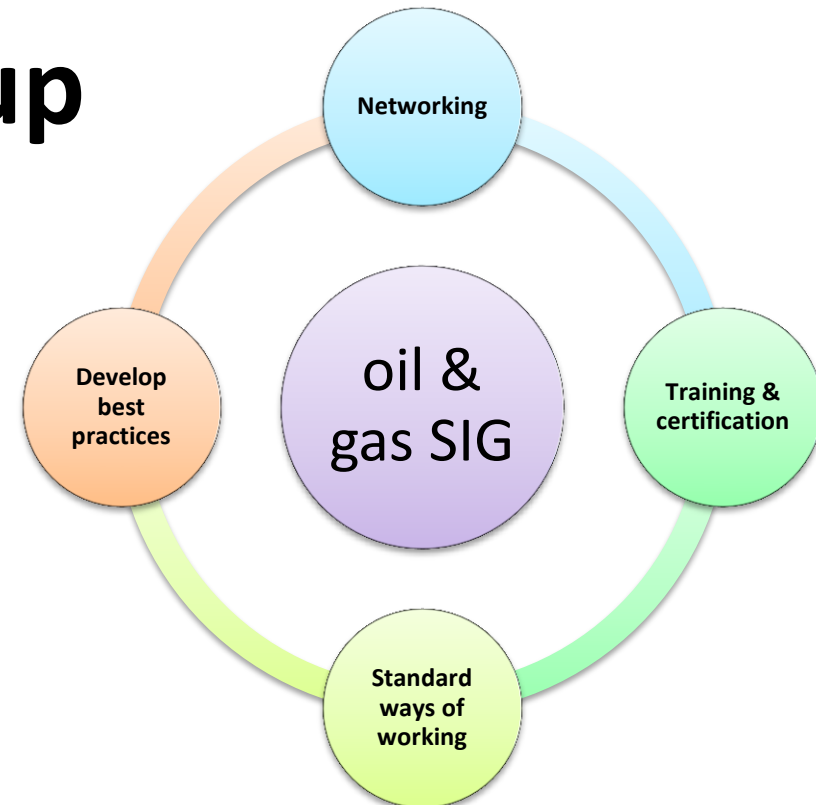


AIIM Oil & Gas Special Interest Group

November 2014

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Dennie Heye
Robbie Watson
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Michael DeVanna
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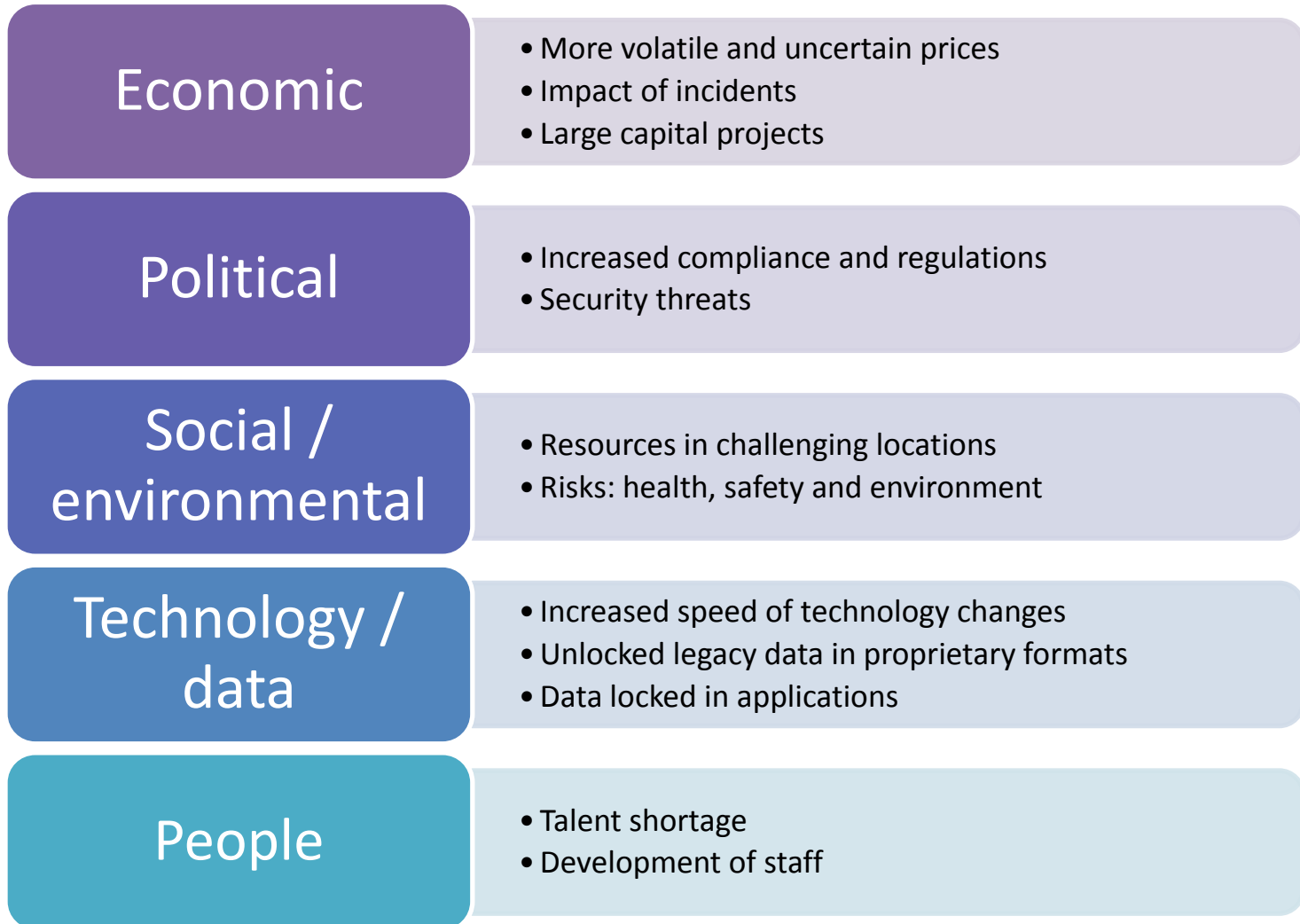


Agenda

The goal of this presentation is to:

- Outline the information & data (I&D) challenges in the oil & gas industry
- Make the case for an AIIM oil & gas (O&G) Special Interest Group (SIG)
- Describe what is required to establish the SIG

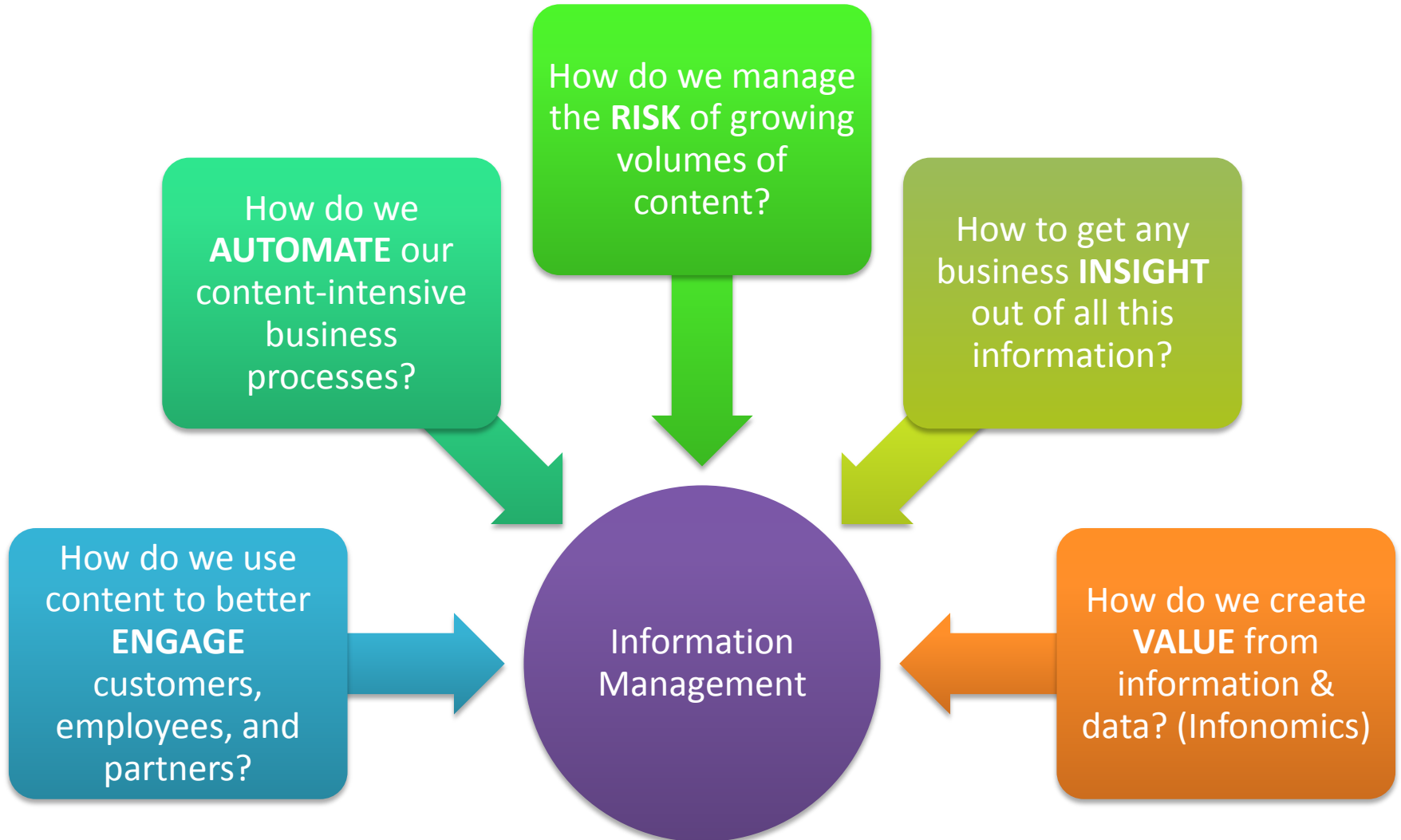
Oil & gas industry: an age of rapid change



Potential information & data use cases



Information & data opportunities



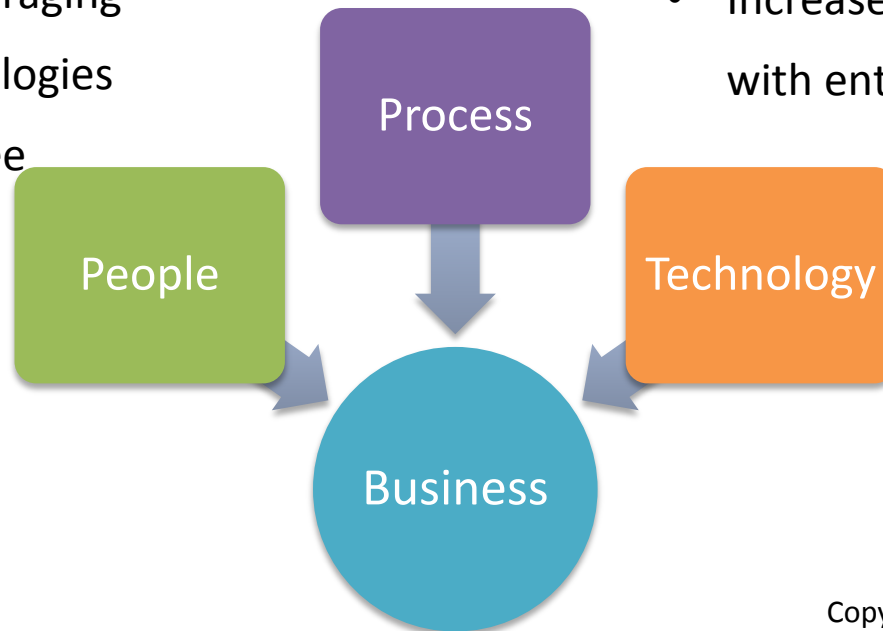
Our challenge is not the technology

People-centric investments

- Identify better opportunities and requirements
- Get ideas for leveraging consumer technologies
- Improve employee engagement

Technology-centric investments

- Poor implementations
- Poor utilization and ROI
- More content silos
- Increased dissatisfaction with enterprise IT



An O&G SIG is needed

- In the oil & gas industry I&D management plays a crucial role – I&D are competitive differentiators
- Though equally within the oil & gas industry similar issues are found related to I&D:
 - Substantial increase in volume of data
 - Speed of technology development
 - Professional development: an increased and more diverse skillset is required
- The O&G SIG will play a role in development of staff in the global O&G industry

AIM Chapter versus SIG

Chapters:

- Communities on a regional scale
- Have a more formal structure
- Can act on behalf of AIIM (bank account, sponsorship)

SIG (Special Interest Groups):

- Communities on a global scale
- Less formal – cannot act on behalf of AIIM

We'll start with an SIG and once more mature, will consider moving to a chapter format.

Overall vision and mission

AIIM's vision

Information at work that is simple, secure, and available anywhere, anytime, and on any device.

AIIM Chapters and SIG mission

The mission of AIIM Chapters/SIGs is to drive awareness among local organizations and guide them regarding resources, tools, processes, technologies and vendors that will assist in finding solutions to information related challenges.

What AIIM O&G SIG provides to you

- Access to a **network of I&D professionals** within the O&G industry – learning from each other, sharing best practices, developing white papers and initiating webcasts/podcasts;
- Work towards more **I&D standardization ways of working** across the O&G industry;
- Work collectively with chapter members and AIIM towards a **standard qualification for I&D professionals** working in the O&G supply chain. Such a qualification needs to carry some weight within the industry for both the employees and employers and needs to guarantee a certain level of knowledge across the various aspects of I&D management within the industry;
- A unique **learning & development opportunity!**

How will we achieve our goals?

Below a list of ideas, open for discussion and suggestions:

Central community:

- Information sharing via AIIM microsite
- Develop and deliver virtual programs to increase knowledge & skills
- Provide career development opportunities within O&G industry
- Host virtual and physical networking opportunities
- Host annual SIG meeting at AIIM conference
- Arrange peer visits (physical / virtual) to learn from each other
- Development of industry best practices (project based)
- Interview senior business leaders about value of I&D

Training and certification:

- Promote AIIM training & certification
- Address topics in virtual sessions

Membership criteria

- Encouraged to be a professional member of AIIM
- Must have a role in the O&G industry
- Must be willing to play an active role in the SIG

Qualities of SIG leaders

- We seek leaders who can offer **visionary leadership** and a **broad perspective** on the issues and challenges of the profession. Members should be open to change, new ideas, and have global perspective. **Pro-actively marketing** the SIG both internally and externally;
- SIG leaders are **committed to dedicate time and effort** appropriately for their role and get the appropriate level of support within their organization prior to committing to a SIG leader role; which includes funding to attend the annual board meeting physically (to be held in conjunction with AIIM annual conference);
- We are seeking SIG leaders who are willing to play an active role and have a **can-do mentality** to make a difference;
- A SIG leader should have a strong interest in the present and **future of the SIG and AIIM overall.**

Next steps for the O&G chapter

Before 15 November 2014:

- Meet with potential SIG leaders (first one-on-one)
- Get minimal number of support to form the SIG
- Work with AIIM to make SIG formal
- Connect with more mature chapters to learn
- Alignment with related initiatives (Gas Forum f.i.)
- Prepare to announce SIG at AIIM ELC (November 20)

Before 31 December 2014:

- Set up member recruitment campaign (based on list from AIIM)
- Session with SIG leaders for 12-month plan
- Build the O&G micro site to create a virtual community
- Plan launch f2f board meeting at the AIIM conference (April).

O&G SIG leader roles

Title	Description	No	Proposed
Coordinator	Lead of the SIG	1	
Vice coordinator	Step in for coordinator	1	
Change Manager	Promote and operationalize the chapter	1	
SIG evangelist	Jointly run and promote the SIG	3	
Advisors	Advises the board on their plan/activities	3 - 5	

Responsibilities SIG leaders







Title	Description	Time commitment
Coordinator	Establish SIG goals and objectives with assistance of the executive committee Co-create the SIG's activities Approve the annual SIG plan Schedule and create agenda for executive meeting Approve the meeting notes before publication Keeps up with trends in the Industry	4 hrs week
Vice coordinator	Co-create the SIG's activities Actively promotes the SIG and its activities Stand-in for the coordinator	4 hrs week
Change Manager	Lead the co-creation process creating the annual plan for the SIG Spot trends in the industry Recruit speaker for webinars Prepare, maintain and schedule events Maintain an events log including no. of invites/attendees	4 hrs week
SIG Evangelist	Co-create the activities Actively promote the SIG and its activities	2 hrs week
Advisors	Provide steer & advise on the SIG annual plan and events Inform the board on trends & other developments in the industry important for the O&G SIG	2 hrs month

Summary

- The O&G industry has challenges related to I&D on a global scale
- An AIIM O&G SIG will connect us and help us deal with these challenges by
 - Networking
 - Developing best practices
 - Standardizing I&D ways of working
 - Standardizing I&D training and certification

Oil & Gas Special Interest Group (SIG) Leaders

The SIG leaders are:

Dennie Heye	Shell (Netherlands)	SIG coordinator	
Pieter Lokker	Shell (Netherlands)	SIG leader	
Robbie Watson	BP (United Kingdom)	SIG leader	
Michael DeVanna	Saudi Aramco (Saudi Arabia)	SIG leader	
Andy Lavender	Chevron (Australia)	SIG leader	
Frans Klaassen	Shell (Netherlands)	SIG advisor	

Please contact us to learn more about the SIG:
<http://community.aiim.org/oilandgas/contactus>