

Understanding Oil & Gas Industry Dynamics

An MBA level training programme
specifically designed for Service Sector
Sales & Marketing Professionals,
Senior Managers and Development
Engineers



By Attending This Interactive Training Programme, You Will:

- ✧ Gain an comprehensive overview of the Oil & Gas Industry;
- ✧ Develop an acute awareness of the various participants and their relationship within the industry;
- ✧ Understand the business from the customer's perspective;
- ✧ Understand the varying contractual relationships involved;
- ✧ Develop an awareness of how oil companies determine the value of your process or project and if it is economically viable;
- ✧ Be able to identify current and future business opportunities.



Understanding Oil & Gas Industry Dynamics is for sales & marketing and business development professionals. It is also a 'must' for senior and general managers responsible for driving their organisation forward. Engineers developing new tools for the oil industry would also benefit.

Taking a proactive approach – driven by pragmatics and industry values, Understanding Oil & Gas Industry Dynamics will:

- Give delegates an overview of the oil & gas industry.
- Develop market awareness of the various participants and their relationships.
- Look at the industry from the customer's perspective of economics and risk.
- Investigate future market opportunities available.

Course aims:

To enable industry professionals develop an in depth understanding and knowledge of how the oil industry works, the dynamics of the industry and how to use that knowledge to gain business advantage.

Course objectives:

On completion of this course delegates will be expected to:-

- Understand the dynamics of the oil & gas industry world-wide;
- Develop an understanding of the technical background to the life cycle of an oil field, the financial risks and economics involved;
- Identify and understand the various players involved including government, regulatory authorities and oil company personnel;
- Understand the range of potential contractual relationships from basic "menu pricing" to sophisticated partnering and alliance relationships.;
- Understand the approach that financial institutions take to offshore projects.

Course Structure

Understanding Oil & Gas Industry Dynamics comprises five core days requiring a total commitment of around 32.1/2 hours.

Day 1	Understanding the Oil & Gas Industry
Day 2	Market awareness – Participants & Their Relationships
Day 3	Market awareness – Key Relationships
Day 4	The Customer Perspective – Petroleum Economics
Day 5	Risk Management & Future Market Opportunities

The material to be used will enable delegates to appreciate the complexity of the subject and those who are more experienced can acquire tools and an even more in depth understanding of the Oil & Gas industry.

CV of Presenter



Ian Phillips has 25 years experience in the upstream oil and gas industry.

He obtained a B.Sc. in Civil Engineering and worked briefly in that industry before switching to the oil industry in 1980.

He obtained an M.Eng. in Petroleum Engineering from Heriot Watt University, and has worked for Shell, Burmah Oil and Marathon Oil as Reservoir Engineer, Reservoir Engineering Manager and Well Completions Manager. This oil company experience stretches over 15 years.

Whilst with Marathon Oil he obtained an MBA through the Open University, which led him to spend a year as the first Director of the Offshore Management Centre at The Robert Gordon University in Aberdeen.

In 1994 he joined Halliburton Energy Service, part of the largest oilfield service company in the world. Within Halliburton he occupied several senior technical management positions.

He joined Ramco in July 2001 as Vice President - Project Development. In this role he was responsible for the development of the Seven Heads gas field – a 6 well sub sea project offshore from Cork in southern Ireland.

In 2004 Ian spent 6 months as part-time Chief Executive Officer of Sensornet Limited, a technology company focussed on distributed temperature and strain measurements using optical fibre as the detector in oil and gas wells.

Ian then worked for BP for 2 years before setting up CO2Deepstore – a company focussed on carbon capture and storage - in 2007.

He is a Fellow of the UK Energy Institute, a Chartered Petroleum Engineer, and is currently serving on the SPE Aberdeen Section Board and was North Sea Regional Director of the Society of Petroleum Engineers (2001-2004).



Who Should Attend?

- Service company personnel;
- Sales and Marketing/ Business Development professionals
- Development Engineers
- New Entrants to the Oil & Gas Industry

Cost

The cost of the 5 day course including all meals, materials and certification is £1250 per person.

Individual days can be attended as follows:-

1 day	£350
2 days	£600
3 days	£850
4 days	£1050
5 days	£1250

Places will be limited to a maximum of 20 delegates per day.

Further information on the course or aspects of it can be obtained by contacting the course leader on +44 (0) 1224 224472 or by e-mail to ian.phillips@CO2Deepstore.com