



Webinars

Welcome!

The program will begin soon.
You will not hear audio until we begin.







Contributing Articles to the *Journal of
Petroleum Technology (JPT)*

Pam Boschee, *JPT* Managing Editor
2 February 2023



Goals of *JPT* Articles



- To share knowledge and technical expertise with SPE members
 - Offer information that petroleum engineers can use in their varied roles
 - Target SPE disciplines: completions; drilling; HSE; management; data science and engineering analytics; production and operations; projects, facilities, and construction; reservoir
- Engage with members to promote discussions of upstream industry approaches, projects, technologies



Types of Articles



- Case Study
- Guest Editorial
- Feature Article
- Sponsored Content—Paid promotion posted on the *JPT* website such as white papers, ebooks, sponsored articles
<https://jpt.spe.org/sponsored-content>
 - Coordinated with *JPT* Media Accounts Managers (Mike Buckley and Lara Estephan)
 - 2023 Media Guide available at <https://jpt.spe.org/jpt-advertising-opportunities>



General Guidelines for Articles



- Begin with submission of a brief description/abstract of the proposed article to pboschee@spe.org
- Required to be nonpromotional, noncommercial, exclusive to *JPT*
- **Case Study**—Real-word examples of processes, technologies, innovative approaches. Must include quantification of results.
- **Guest Editorial**—Clear point of view supported by evidence. Forward-looking opinions that advance knowledge and discussions.
- **Feature Article**— In-depth details about a topic to enhance our members' understanding. Differs from a Case Study or Guest Ed in that it is informative, historical, interpretive, a behind-the-scenes look—or a combination.



How To Submit Proposals for Contributed Articles



- Email brief description/abstract to pboschee@spe.org
- Abstract will be reviewed
- If submitted proposal meets guidelines, deadline and publication date will be discussed
- Guidelines for Case Study, Guest Editorial, and Features can be found at <https://jpt.spe.org/about-jpt>





What makes a good SPE peer reviewed journal paper?

Niall Fleming, Equinor ASA Norway
2 February 2023



Agenda



- Tips on writing a SPE journal paper (does & don'ts)
- Challenges in getting particular paper types accepted



Tips on writing a SPE journal paper



- **Paper title**
 - This is perhaps an overlooked part of a paper, but it is worth spending some time in identifying a concise title that conveys the manuscript contents
- **The importance of a good introduction**
 - Any good paper will have an introduction, presentation of results, discussion and conclusions.
 - One of the most important elements of a paper is the introduction
 - Sets the direction for the paper and is the foundation upon which the rest of the paper will be based
 - Spend time on the introduction to make sure that it gives overall balance to the paper



Tips on writing a SPE journal paper



– **The paper should read well and have a logical flow**

- While writing a paper I try to use sentences that convey my meaning without being overly complicated
 - It helps to explain complicated factors in a way that is easy to understand
 - Good technical writing should convey ideas using precise language
- **The paper should flow**
 - A paper should follow a well-defined sequence where each section is a build-up to the next, ultimately leading to the conclusions.



Tips on writing a SPE journal paper



- **Conclusions**
 - In a few cases, I see that the conclusions are added as an afterthought or a summary of the paper
 - If you do this, you are doing a disservice to all the hard work you have put in
 - Spend time in capturing the main conclusions for your work and the implications these can have for field application



Challenges with getting papers accepted



- **Vendor only authored papers on a specific technology development**

- Can give the impression of marketing the technology – an opportunity to showcase
- A better approach can be have an operator as co-author(s) with field data presented





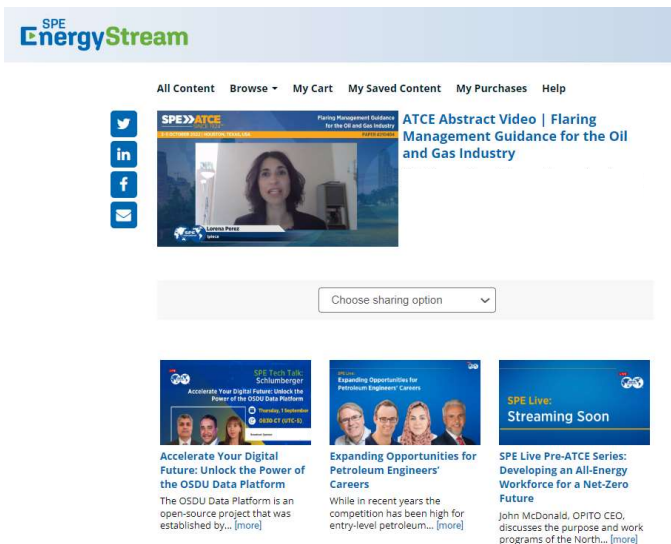
Participating on SPE Virtual Programs

Nathaly Famiglietti, *SPE Virtual Programs
Development Manager*

2 February 2023



SPE Energy Stream Overview



- ✓ SPE Lives (DL, TD, ATCE, etc.)
- ✓ Tech Talks
- ✓ Get to Know series
- ✓ Sponsored Webinars
- ✓ SPE event presentations
- ✓ Educational on-demand videos

<https://streaming.spe.org>

Virtual Programs Products



	SPE Live	SPE Webinar
Cost to Attend	None	Free to members/cost to nonmembers
Duration	30 minutes	60-90 minutes
Style	Conversation. Non-commercial content. Max 3 speakers (not from the same company).	Presentation-driven content. Must use SPE ppt template. Non-commercial content.
Moderation	Moderator has a key role to host the program/ask questions	Moderator introduces speaker/fields audience questions
Viewing Platform	LinkedIn, SPE Energy Stream https://streaming.spe.org/home	SPE's Learning Management System (webevents.spe.org)
Audience Engagement	Minimal audience questions: ~5-10 minutes Q&A	Substantial audience questions: ~30 minutes Q&A



** Sponsoring opportunity: SPE Live Pre-roll / 10-15 second video **

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Key Sponsorship Offerings



	SPE Tech Talk	Sponsored Webinar
Definition	Demonstrate your company's thought leadership on emerging technologies through a 30-minute live and on-demand broadcast produced and hosted by SPE.	Take a deeper dive into demonstrating your new product or solution. Implement a 60-minute sponsored webinar as part of your lead generation strategy.
Style	Conversation	Presentation-driven content
Moderation	Moderator has a key role to host the program/ask questions	Moderator introduces speaker/fields audience questions
Viewing Platform	LinkedIn and SPE Energy Stream: https://streaming.spe.org/category/tech-talks	SPE Energy Stream
Audience Engagement	Minimal audience questions	Substantial audience questions
Cost to Attend	None	None
Sponsor Fee	USD – TBC by SPE Sales team	USD – TBC by SPE Sales team



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ENERGY in 3



WHAT IS A DIGITAL TWIN?



What is a Digital Twin?

This SPE Live highlight examines the need to construct digital twins to support... [\[more\]](#)

WHAT IS GEOTHERMAL ENERGY?



What is Geothermal Energy?

This SPE Live highlight examines three types of geothermal energy and how... [\[more\]](#)

WHAT ARE THE COLORS OF HYDROGEN?



What are the Colors of Hydrogen?

Hydrogen is increasingly acknowledged as an energy carrier that will help... [\[more\]](#)

- [What is a Digital Twin?](#)
- [What is Geothermal Energy?](#)
- [What are the Colors of Hydrogen?](#)



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How to Participate



- Contact your technical section program chair
- Join a technical section:
<https://www.spe.org/en/industry/technical-sections/>
- Sponsored content: contact the SPE Sales Team
 - ✓ Mike Buckley mbuckley@spe.org, Sales Manager. Clients A-L
 - ✓ Lara Estephan lestephan@spe.org, Sales Manager. Clients M-Z



How to Participate



- Submit your suggestion via
SPE Energy Stream:
<https://streaming.spe.org/contact>



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Contact Us
Have questions about us or our services? Access the following resources, or complete the form below.

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New Member Resource - Video Submission Form for Geographic and Technical Sections



Extend the Reach and Impact of Your Section's High-Quality Video Content
Submit your videos for consideration on the SPE Energy Stream website.

How to Participate:

- Relevant to SPE members
- Permissions from the speaker(s) to share the video with SPE International.
- MP4 file format and should only contain the presentation. Other agenda items or discussions should be edited out.
- Video Submission Form: check with your technical section
- SPE will review the content to ensure it meets quality standards
- Once published, you are welcome to share the video.



New Video Submission

Author Information

Full Name

Email Address

Phone

Company

SPE Section/Chapter/Committee Name (if applicable)

Video File

Video file (.mp4 format, 2GB max)

Choose File...

Title (max 100 characters)

Description (recommend 150 words or less; otherwise, it may be edited for space)

Paragraph



Conference paper publication, PetroWiki,
and technical paper webinars

Jennifer Terrell, SPE Content Processing Manager
2 February 2023



Conference paper publication



Conference papers – are full papers and give authors more flexibility on topics and a great option to get into OnePetro – but do come with some things to be aware of!

- No Paper, No Podium policy – failure to submit a paper by the given deadline will result in the paper being withdrawn.
- No Presentation policy – failure to have at least one author/designated individual participate in-person or virtually at the time of the presentation will result in the paper being withdrawn from OnePetro.
- These papers are subject to hard and fast deadlines for processing to get publication ready by the conference.
- Plagiarism – ensure your paper is original. Any papers derived from prior written material will flag in our system and may be rejected.
 - This also pertains to reuse of company internal/white papers/marketing copy.



PetroWiki



- What is PetroWiki?
 - It is a technical encyclopedia for the upstream oil and gas industry.
 - Provides a comprehensive and up-to-date source of information for those working in the field.
 - The aim of PetroWiki is to promote knowledge sharing and collaboration within the industry.
 - The focus is on providing information explaining various processes or approaches, when they may be appropriate or an explanation of how to do something.
- What are we looking for?
 - If you have expertise in a particular area related to the oil and gas industry, you can create a new page or contribute to existing pages by adding information, correcting errors, or adding new perspectives.
 - We need:
 - Content created on topics that do not currently exist in PetroWiki
 - Updates on existing content entries that may be dated.



PetroWiki



What content can I contribute?

- Technical information
- Relevant information about the latest developments in the oil and gas industry
- Best practices and case studies
- The best rule of thumb would be to add content just as you would in Wikipedia.
 - Write a few paragraphs, a section, or even a new page on the topic of your choice (Note: all new entries are moderated)
 - Easy start: Add content to a relevant existing topic page. You can then reference back to your original source. (This can be whatever source it comes from – even if it is your company's own site)
 - You can embed video on the page if your company has a short video explaining a process or demonstrating a technique.
 - If you are adding content from a technical article or paper, you should distill it down to straightforward factual information for the reader. (You cannot add a full paper into Petrowiki)
- ALWAYS link and list your original source!
 - If the source is from your company or organization – show where people can find more information.
 - If you are adding content from an SPE paper, make sure to reference and link it back to OnePetro to ensure it is getting the right views/citations.
 - How to create a quality topic page: https://petrowiki.spe.org/Help:Creating_quality_topic_pages



(Reminder: You must be an SPE member to edit PetroWiki)

Technical paper education webinars



- How to Write a Good Abstract:
<https://webevents.spe.org/products/how-to-write-a-good-abstract-and-get-it-accepted>
- How to Write a Good Technical Paper:
<https://webevents.spe.org/products/how-to-write-a-good-technical-paper>

