



ENERGY ^{IN} **DATA**
Powered by AAPG, SEG & SPE
Driving digital transformation in oil and gas

The Why behind Energy in Data? In its never-ending drive towards increased efficiency and profitability, the energy industry is collecting more data, applying unprecedented bandwidth connectivity, faster data processing, and using automation and data analytics in new ways. This data, gathering point to board room workflow, requires employees to understand cross discipline integration in a manpower- and time-constrained manner. **Energy in Data** brings multidiscipline diversity together to discuss, be a catalyst, and learn how to adapt, adopt, and move forward digital transformation in the energy industry.

Who is behind Energy in Data? The **Energy in Data** conference is a collaborative partnership of the three primary disciplinary societies in oil and gas – the American Association of Petroleum Geologists (AAPG), the Society of Exploration Geophysicists (SEG) and the Society of Petroleum Engineers (SPE). SEG is operating the conference on behalf of the partnership.

When/Where: 17-19 June 2019, Austin, Texas

Who should attend? Large, small and medium-sized operators, the service sector including innovative start-ups, the data services world, academia and the research sector. Content tailored towards those who are the “change agents” in an organization, wherever they are located – the Boardroom, asset managers, geoscientists, engineers, data scientists or ML/analytics/AI developers and practitioners.

Workflow/data journey, bytes to real-time decisions. There are a lot of signs along the workflow/journey – terms like big data, data lake, cloud computing, AI, machine learning, deep learning, IoT, Blockchain and more. Just like with a road trip, understanding what the road signs (buzzwords) mean makes the journey safer and more fun (not to mention more profitable).

The times they are a changing, and the skill sets that people (from the Board room to the field) need are rapidly changing. This applies across the experience spectrum. What must industry do to give people, wherever they serve, the opportunity to thrive in this new reality? If individuals thrive, organizations thrive – and the economic value that is the “pull” for digital transformation is realized.

Conference schedule is HIGHLY INTERACTIVE AND PARTICIPATIVE with elements such as:

- A strong mix of general sessions, breakout sessions and working groups
- Micro-learning short courses
- Digital transformation “Capabilities Demo” on publicly released operator dataset
- Business and cultural aspects such as learning from other industries, thinking outside the box, the crew change and fast fail/benchmarking

Importantly, attendees themselves will have an **opportunity to SHAPE what Energy in Data 2020 will look like.**