



The European Drilling Engineering Association - DEA(e)

Guideline for technical presenters

We would like to thank you for agreeing to present / considering presenting at the forthcoming DEA(e) meeting.

The meetings are informal, attended by 40-60 technically proficient personnel. **The meetings are strictly technical in nature and attendees vigorously shy away from sales and marketing presentations.** The following guidance should be adhered to in terms of the commerciality of your contribution:

- One slide introducing your company can be incorporated into your presentation if your company is not well known in the Industry. This introduction should be limited to history, location and main technical activities
- You are welcome to use tradenames once or twice in your presentation. After this, please use generic descriptions of the technology and refrain from repeated use of the tradename in your voiceover
- Please ensure your presentation is technical in terms of content – ideally describing the benefit / effect of the technology via a case history
- You can use your companies PowerPoint template

If you are unsure of the suitability of your content, please do discuss with OTM Consulting prior to the meeting. If your presentation is clearly commercial in nature, you will be asked to refrain and skip to the technical content!

Presenters are invited to attend both days of the meeting and also the dinner (hosted by the sponsor on Thursday evening), which are excellent networking opportunities and enjoyable social occasions. For more information on the DEA(e), please visit our website: www.dea-europe.com

DEA(e) Meeting Format

The first day of each meeting consists of presentations on a technical theme. The second day is usually a continuation of the technical theme but occasionally also includes R&D proposals, underused technology presentations, discussion items or project up-dates.

Presentations are uploaded to the member's area of the DEA(e) website after the meeting as pdf files. To ensure that your presentation material is widely accessible to the industry and to those who may support the industry, the DEA(e) asks that the following guidelines are observed:

- Presentations: We do not require a paper – all you need to do is prepare an abstract for the technical chairman to review and then the presentation. We take care of the rest. You just turn up and present at the meeting
- Sometimes approvals are required for you to present – please could you ensure these approvals have been granted or inform us that your presentation is pending approval. If you require information on the DEA(e) to help build justification to attend and present – please let us know. We would be very happy to help with this
- You may wish to bring hard copies of your presentation material to the meeting, for attendee reference on the day
- You must provide the DEA(e) Manager with an electronic copy of the material you wish to see distributed at or before the meeting. This should be either by email or on a memory stick, ideally in PowerPoint or PDF format. If at all possible, please make sure that the DEA(e) Manager is emailed a copy of your presentation 2 days before the meeting (shreekant.mehta@otmconsulting.com). After the meeting your presentation will be pdf'd and placed on the secure side of the DEA(e) website, where DEA(e) members will be able to access the presentations.
- Meeting documents may be distributed / shared with DEA(e) non-member presenters by prior arrangement

- If your presentation requires specific preparation (animations / sound / videos), please do let us know in advance so we can ensure your needs are accommodated
- Sometimes approval is required for your organisation to allow sharing the presentation material – please could you ensure these approvals have been granted or, after the meeting, provide the DEA(e) with an amended version of the presentation which can be shared. Please do consider providing a concise, stand-alone, version of your presentation which will deliver your message to those who have not had the advantage of attending your presentation

We usually allocate 25 minutes for each presentation and then 10 minutes for questions; however, under special circumstances the presentation length can be reduced or extended accordingly. If you can only attend one day of the meeting we can also try to accommodate this.

Please do note that if you are not a member of the DEA(e) we will not be able to share the meeting presentations with you.

If you have any questions, please contact the DEA(e) Manager (shreekant.mehta@otmconsulting.com) or OTM Consultant (hugh.patrick@otmconsulting.com), +44 (0)1372 631 950.