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Kazan National Research Technological University SPE Student Chapter

Ambassador Lecture Program

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Presentation Plan

❖ Writing a good article for Scientific conferences

❖ Presenting technical papers under conferences

❖ Networking

❖ Should I stay or should I go?



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Article

Presentation

Networking

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Writing a good article for Scientific conferences

❖ Abstract:

- An abstract of a technical report briefly summarizes the report. It should describe motivations, methods, results, and conclusions. Be concise in the abstract. Think of an abstract as a one-paragraph summary of the report. Ideally, an abstract is one paragraph long. Have a words limit, e.g., maximum 500 words, in mind when writing an abstract.

❖ Table of Contents:

- As the name implies, Table of Contents is the list of what is in the report. Major sections of the report must be listed with page numbers. Second and third level headings may also be listed as appropriated. Think of revising the structure of the report if fourth level heading is important enough to be listed in the Table of Contents.



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❖ **Introduction:**

- The beginning of the introduction should quickly explain the importance of the experiment being reported. Simply say that something is important is not adequate. The author must make a case for it. Introduction..
 - *Defines the experiment/work performed.*
 - *Defines the scientific purpose or objective for the experiment. Includes a description of the problem and reasons for the work being done.*
 - *Gives sufficient background information to the report.*
 - *Must answer the questions: Why was this study performed? What is the specific purpose of the study?*

❖ **Experimental and or Research Details:**

- This is the section where details of the experiments or research conducted are discussed. The descriptions maybe in paragraph form, list form, or a combination of both. Think of experimental details section as a recipe in a cookbook. The description must contain enough details to enable someone else to duplicate the experiment. Engineering and scientific experiment must be repeatable and verifiable.



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◆ **Results and Discussions:**

Had this been an actual report, the results should be reported in table or graph format. Report only the final results. Raw data and intermediate results that are not central to the topic of the report can be placed in the Appendix if needed. The Results and Discussion section should be the most substantial part of the report. This is where the results of the experiment are reported and discussed. Any significance in the work reported here must be made clear by detailed discussions. Consider this section to be the “meat” of the report while other sections constitute the rest of the “ingredients”.

- What do the results clearly indicate?
- What was discovered?
- What is the significance of the results?
- Are the results fully discussed and conclusions drawn based on the knowledge gained?
- How did errors occur? If any!
- Did any of the errors affect the conclusion of the experiment/study? If any!



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❖ **Conclusions and Recommendations:**

Conclude what was discussed in the Results and Discussion section. Do not conclude anything that had not been discussed. Think of the conclusion as a short restatement of important points being presented in the report.

Once conclusions are made, make some recommendations as to the utilities of those conclusions. Explain how useful the methodology and the results are. Mention restrictions or limits pertaining to the use of the results. For example, "The results reported here only apply to the second full-moon night a month (blue corn moon) and not any other night." Suggest what the next step in the study should be to overcome the limitation or advance the study further.

Note: Should not include discussion of new information not already mentioned in the report.

❖ **Appendices**

Typically appendices are used for long mathematical formulas and complete sets of data such as tables or figures which are lengthy to fit within the body of the paper. All appendices should be referenced within the text of the report; items in the appendices should be arranged in the order in which they are mentioned in the report itself.



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◆ References

Giving proper credit to originator of an idea is very important. Any idea, formula, etc., not originating from the author must be cited. It is unlikely that a report is so original that it is not built upon any previously discovered knowledge. A reference section is a required component in any technical report. Failure to reference prior works may be interpreted as claiming those works to be your own. Several sanction against your colleagues for this offence is enough to end one's professional career.

WARNING: Plagiarism is one of the most serious offences for engineering and scientific professions.



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DOS & DONTS

- ❖ Stay objective. Eliminate opinions and (“I think” or “I feel”) from your writing so that the emphasis remains on the technical and scientific processes and facts.
- ❖ Remain mostly in the third person, **passive voice**. Doing so keeps your writing looking/sounding objective and helps you to put emphasis on processes and things, rather than on yourself as a technician or scientist.
Examples: “X was chosen” instead of “I chose X” “Y was made”
- ❖ Use past tense and present tense appropriately. Use past tense to describe things that have already happened, and use present tense to indicate those things that are still occurring. (Future tense is rarely used in technical reports, because reports focus mainly on work that has been completed or that is in progress.)
- ❖ Form compound nouns as much as possible
Example: Highly competitive mobile phone market
Instead of “a market of mobile phone which is highly competitive”
Rule: Adverb – Adjective – noun - head noun!



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X'tics of a good technical paper

A Good Technical Paper will Include:

- A pleasant abstract
- The overall purpose of the experiment or principal objectives.
- The problem to be studied.
- Experimental methods and materials used.
- Main results.
- Main conclusions.
- References



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Presenting technical papers under conferences

SLIDE (POWERPOINT)

TIPS

❖ **Keep it simple:**

PowerPoint was designed as a convenient way to display graphical information that would support the speaker and supplement the presentation. The slides themselves were never meant to be the “star of the show.” People came to hear you and be moved or informed (or both) by you and your message

❖ **Synchronize your speaking with the builds and transitions:**

In other words, show the next item (new slide or new build) at the same time you begin talking about it. This requires practice, but it takes only a short time to get the hang of it.

❖ **Use video and audio when appropriate:**

You can use video clips within PowerPoint without ever leaving the application or turning on a VCR. Using a video clip not only will illustrate your point better, it will also serve as a change of pace thereby increasing the interest of your audience.



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DELIVERY TIPS

❖ **Keep it short, slowly and sweet (3S):**

There is an old adage that said – “No one ever complained of a presentation being too short.” Nothing kills a presentation more than going on too long.

❖ **Rehearse:**

Practice makes for perfect performance. Many experts say that rehearsal is the biggest single thing that you can do to improve your performance. Perform your presentation out loud at least four times. One of these should be in front of a real scary audience. Family, friends or colleagues. ***Even the dog is better than nothing.***

❖ **Tell (necessary) stories:**

All presentations are a type of theatre. Tell stories and anecdotes to help illustrate points. It all helps to make your presentation more effective and memorable.

❖ **Know what slide is coming next:**

You should always know which slide is coming up next. It sounds very powerful when you say “On the next slide [Click] you will see...”, rather than a period of confusion when the next slide appears.



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❖ **Make good eye contact:**

Try looking at individuals rather than scanning the group. Since you are using a computer, you never need to look at the screen behind you — just glance down at the computer screen briefly. One sure way to lose an audience is to turn your back on them.

❖ **Move away from the podium — connect with your audience:**

If at all possible get closer to your audience by moving away from or in front of the podium.

❖ **Check out the presentation room:**

Arrive early and check out the presentation room. If you can make sure that you see your slides loaded onto the PC and working on the screen. Work out where you will need to stand.

❖ **Disgrace when necessary:**

It is always accepted to leave the main point to give additional information and details where necessary but never lose focus.



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Target Prospects in Advance

Some conferences publish attendee lists in advance of the event. If yours does, get the list and look it over to see who you want to connect with ahead of time. Make sure you target the events your best prospects are likely to visit. You may even want to contact them before the conference and arrange to get together while it's being held



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Take Ownership of the Room

Be an early arrival at the events you're going to attend. You'll feel more comfortable as the crowd builds, and this can be especially useful if you tend to be shy with new people.





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It's About Them, Not You

Try to build a few high-potential relationships rather than exchange your card with everyone.

The best way to do this is by showing interest in the people you meet instead of trying to sell yourself at every turn. You can offer to provide information that's useful to them later, either at the conference or by connecting with them down the road. In the meantime, make your conversations about them, not about you. Don't offer your business card until you've established a relationship.

A little sincerity goes a long way towards relationship-building



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Avoid Autopilot

A conference isn't a place for an elevator speech. The door isn't suddenly going to open. You're beginning a dialogue, not making a presentation. Tailor what you have to say about yourself so it's appropriate to the discussion you're having. There's a finite amount of time you can spend with each person, which leaves precious little time for aimless chit-chat or fumbling around for the right words

Key note: give brief presentation about yourself



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Always Give Your Full Attention

The person with whom you're speaking is worthy of your full attention. While this should go without saying, noticeably glancing sideways to see who else is around is off-putting and unprofessional. If you decide you don't want to keep talking, you can simply say you enjoyed the conversation, wish the person success, and move on. But all it takes is rubbing the right person the wrong way just once to lose a potentially crucial networking connection



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It's All About Attitude & Body Language

Your posture and movement should be confident and relaxed. If you **smile** and look friendly you'll be approachable, and you'll be welcomed when you approach others. If the person you want to meet is talking with someone, don't interrupt. Wait for the conversation to finish on its own before you introduce yourself at that point. And when you shake hands, do so firmly and without becoming the wet noodle or crushing bones.





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Showcase Your Business Smarts

Ask thoughtful questions at the Q&As that follow presentations. Speak loudly and concisely, and if you disagree that's fine as long as you do so courteously. Do this right and you can impress the entire room. Be creative, original, and surprising. Let them see you as an idea person -- but not a know-it-all.

Let's say the speaker is one of the people you want to meet. Sit where you can approach the podium quickly after the presentation and engage the speaker with an incisive comment about the presentation



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Learn how to excuse yourself gracefully

There will be times when someone you're networking with doesn't turn out to be someone you want to connect with. Alternatively, you might start to realize that the other person does not appear that interested in talking with you. In either case, excuse yourself politely, thank the person for his or her time, and continue your networking with other members of the conference





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ALWAYS Follow Up

As you exchange cards with people you want to stay in touch with, suggest a way to get together again and a topic about which to correspond. Send "nice to meet you" messages when you get back to the office. Build on your relationships via email and social media. Invite your contacts to share their thoughts and concerns with you. Help them in ways you want to be helped -- with useful links and introductions, for example. Give the other person as much as you expect to get.

**A follow-up call is
the magic trick that
turns business cards
into money.**

**Don't when contact the person only when you remember you
need his/her help**

Send out emails within a few days



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USEFUL QUESTIONS

- Where are you from?
- How long have you been at XYZ company?
- Where were you before joining XYZ company?
- How did you become interested in XYZ industry?
- What are you hoping to get out of this event?
- What session are you most looking forward to?
- Which have been your favorite session so far?
- Will you be attending other conferences this year?
- I'm trying to improve at XYZ-what did you read to do so?



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USEFUL FACTS

- ❖ Look people in the eye, repeat their name
- ❖ listen to what they have to say,
- ❖ and suggest topics that are easy to discuss.
- ❖ Be a conversationalist, not a talker.
- ❖ NEVER ask for a job offer in his/her company



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“Should I Stay or Should I Go?” — Young Professionals and the Industry’s Future By Nathan



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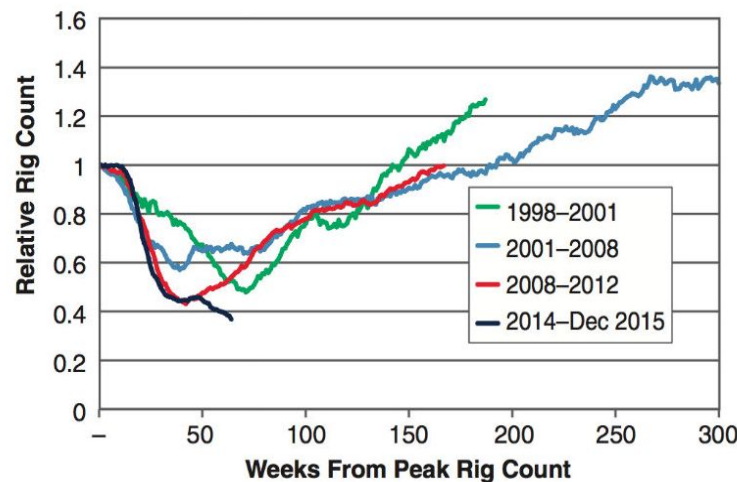
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“Ridin' the Storm Out,” - another 1980s



Source: Baker Hughes

Will rig counts recover in 2–3 years as in prior downturns, or will this be like the 1980s?

Mapping rig activity over industry downturns since 1998 shows that the three prior storms were all relatively brief. In each of these downturns, rig activity in the US reached 80% of its prior peak activity within 2 years of the fall. Until late August last year, the current downturn had more or less tracked the previous decline in 2008. Will we recover in 2–3 years as in prior downturns, or will this be like the 1980s? What does that portend for young engineers in our industry? I do not have a magic ball, but I can share some statistics and thoughts.



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Experiencing the First Downturn

A YP today is typically seeing his or her first protracted downturn, and no one knows how long it will last. There are advantages to these stormy times. Instead of “chasing rigs” due to high activity levels, we have to innovate. We have to find new ways of solving problems, and we will do so. Our industry will succeed at any product price.





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ADULTS RETURNING TO SCHOOL

“During the 1980s downturn, I had the unenviable task of either selecting or confirming which engineers would be let go. It was no fun. After some serious soul searching, I decided to go to Stanford University to earn my PhD. At the time, I worked for my mentor and 1972 SPE president, the late M. Scott Kraemer” Said Nathan



LINCOLN TECH



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Stay Current With SPE



If you are technically inclined, try reviewing papers. It is essential to keep the peer-review process working. Try reading one full-length SPE paper each week, and summarize the key points. When you go to SPE meetings with exhibitions, make sure you understand what each of the exhibitors really does. As a young engineer at my first Offshore Technology Conference, I had to ask dozens of exhibitors what they actually did. There are still exhibitors I ask to explain what they do.

Students' Resources

[Scholarships and Fellowships](#)

[Paper Contests](#)

[Video Library](#)

[Student Network](#)

[Sign-up for an eMentor](#)

[Search Petroleum Career choices](#)

[Digital Energy Skill Kit \(DESK\)](#)



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THANKS FOR YOUR ATTENTION

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