Extend Well Life, Maximize Well Performance, & Minimize Environmental Impact
In New & Legacy Wells

**16 EXPERT SPEAKERS INCLUDE:**

- **Marco Op de Weegh**
  - Well Control & Design Integrity Team Lead
  - Shell

- **Valerie Wilson**
  - Well Integrity Lead
  - ConocoPhillips

- **Otto Luiz Santos**
  - Master Technical Advisor
  - Petrobrás

- **Mike Cowan**
  - Most recently Senior Research Fellow
  - Apache

- **Claudio Castaneda**
  - Well Integrity Team Lead
  - Equion

- **Sikandar Memon**
  - Production Engineering Consultant
  - Anadarko

- **Wayne Wisniewski**
  - Chief Operating Officer
  - Eagle Energy Trust

**PARTNER:**

**RESEARCHED & DEVELOPED BY:**

**Praise for Practical Well Integrity 2013:**

"10 out of 10 – great workshops and conference, great presentations and networking - valuable information"

Baker Hughes
BENEFITS OF ATTENDING

Overcome the most critical people, process, and technology barriers to well integrity success

Each year, working with the global oil & gas industry, we bring a group of forward-thinking well integrity-focused operators together with the ultimate goal of delivering safer wells.

We recognize that right now, there is no single industry approach to achieving well integrity success. Operators are developing best practice internally and in many cases repeating the same work and making the same mistakes. Working with the industry, our goal is to change this, to provide a short-cut to best practice, and to deliver a collaborative environment where an industry blueprint for practical well integrity success at every stage of the well lifecycle can be developed.

That means bringing together the distinct approaches being implemented by operators not only during the well construction phase where well integrity is established, but critically also the approaches being applied to the legacy wells which are requiring the most attention from the well integrity community today.

This forum has been designed for those people who are actively changing the way well integrity is being addressed in their own companies and who themselves are passionate about the way the industry manages this critical subject.

TOP TEN REASONS TO ATTEND PRACTICAL WELL INTEGRITY THIS YEAR:

1. **Benchmark against global well integrity management best practice** by hearing the integrity lessons learned by Shell, ConocoPhillips, Petrobras, and Anadarko
2. **Verify that well integrity objectives have been met during construction** by discovering how Equion Energia have achieved success
3. **Adopt a new approach to training and developing integrity essentials** by uncovering how ConocoPhillips address the human factors relating to well integrity
4. **Influence, develop and execute a well integrity program from board room to the rig floor** by learning how Eagle Energy Trust have overcome common integrity challenges
5. **Improve well integrity decision-making** by benefiting from the experience of Petrobras in uncovering what processes and priorities to adopt
6. **Realise million dollar cost savings through proactive well integrity** by learning how Anadarko applies diagnostic solutions for in-service wells
7. **Achieve organizational alignment for well integrity assurance** by benefiting from the experience Halliburton has gained advising clients around the world
8. **Understand why “do not disturb” is a safety message for well integrity** by hearing a ground-breaking perspective from Baker Hughes
9. **Reduce the risk and costs associated with blowouts** by understanding how Petrobras is managing the human factors involved in maintaining well integrity
10. **Determine what parameters to optimize in the cement design** to best establish well integrity by benefiting from Schlumberger’s experience advising clients worldwide
SPEAKERS

Otto Luiz Santos  
Master Technical Advisor  
Petrobras

Sikandar Memon  
Production Engineering Consultant  
Anadarko

Valerie Wilson  
Well Integrity Lead  
ConocoPhillips

Wayne Wisniewski  
Chief Operating Officer  
Eagle Energy Trust

Anthony Sayyerr  
Head, Well Engineering and Services  
Oando Energy Resources

Claudio Castaneda  
Well Integrity Team Leader  
Equion Energia

Dr Robello Samuel  
Chief Technical Advisor and Technology Fellow  
Halliburton

Bob Welty  
Well Integrity Engineer  
Schlumberger

Ron Sweatman  
Principal Advisor, Petroleum Engineering  
Baker Hughes

Polina Khalilova  
Deepwater Cementing Technical Specialist  
Schlumberger

Dan Gibson  
Senior Completions and Well Integrity Advisor  
The Well Doctor

Mike Cowan  
Most recently Senior Research Fellow  
Apache

Andrew Wojtanowicz  
Professor Environmental Engineering  
Louisiana State University

Keith Romaine  
Consulting Partner, Well Engineering Solutions  
Halliburton

Jug Manocha  
Operations Engineer, Petroleum Operations Section  
Ministry of Natural Resources, Canada

Marco Op de Weegh  
Well Control & Design Integrity Team Lead  
Shell

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“Good course, the development of competency training in particular was enlightening”

BG T&T

“I thought this meeting was well organized and there was a good selection of speakers and a high level of expertise in the audience.”

Halliburton
CONFERENCE DAY ONE

Tuesday December 9th 2014

8.00 **Registration & Networking Breakfast**

8.30 **Connection Before Content: Chair’s Welcome & Shared Goal Setting**

9.00 **Establishing Integrity During Design & Construction**
   Towards An Industry Best Practice Approach
   - Establishing minimum requirements for well integrity during design and construction
   - Managing risks during the transfer of responsibilities among teams during the well life cycle
   - Achieving a “What we deliver is what we operate for years” philosophy across the organization
   
   **Claudio Castaneda**, Well Integrity Team Leader, **Equion Energia**

9.30 **How Do We Verify That The Well Integrity Objectives Have Been Met During Construction?**
   - The variables that govern long-term integrity in every well and critical sub-process
   - Critical decision modules for each phase of well planning, construction, operation and abandonment that can be applied to the same operation in every well
   - A framework for solutions including required functionalities, specifications, engineering design and testing, and quality assurance and control

   **Mike Cowan**, most recently Senior Research Fellow, **Apache**

10.30 **Speed Networking & Refreshments**

11.30 **Addressing The Human Factors Relating To Well Integrity**
   - Training & Developing Integrity Essentials
   - How human factors influence work performance and safety and how you can influence them
   - How psychological factors on perception and motivation can contribute to safe and efficient operations
   - Lessons learned in training and developing integrity essentials across a multidisciplinary workforce

   **Valerie Wilson**, Well Integrity Lead, **ConocoPhillips**

12.30 **Applying A Fit For Purpose Well Integrity Strategy To Your Company**
   This interactive panel session will give you the chance to question the presenters on their own experiences in implementing a well integrity strategy in their own companies, giving you the chance to discover what worked, what didn’t and what they would do differently

   **Valerie Wilson**, Well Integrity Lead, **ConocoPhillips**
   **Otto Santos**, Master Technical Advisor, **Petrobras**
   **Anthony Sawyerr**, Head, Well Engineering and Services **Oando Energy Resources**
   **Marco Op de Weegh**, Well Control & Design Integrity Team Lead, **Shell**

12.45 **Networking Lunch**
2.00 **Well Integrity As Performance Metrics In Well Construction**
- Should the terms ‘well integrity’ and ‘well reliability’ be used interchangeably?
- Qualitative and quantitative methods you can use to establish the leading indicators of failure
- How monitoring these indicators will aid in improvements in both equipment and process reliability

Robello Samuel, Chief Technical Advisor and Technology Fellow, Halliburton

2.30 **Improving Well Integrity Decision-Making: What Processes & Priorities Do We Need To Adopt?**
- What prevents us making better integrity decisions in our organizations?
- How do we overcome these barriers to success?
- Lessons learned from a benchmark comparison of 12 deepwater Gulf of Mexico fields

Dan Gibson, Senior Completions and Well Integrity Advisor, The Well Doctor

3.00 **Networking & Refreshments Break**

3.30 **Organizational Alignment For Well Integrity Assurance**
- Organizational structure and focus as key reasons why operators struggle with the engineering aspects of well integrity
- Proven approaches to creating a particular organizational alignment and establishing disciplined procedures and standards
- Creating a strong and well understood linkage between engineering and operations that ensures a balanced focus on both objectives

Keith Romaine, Consulting Partner – Well Engineering Solutions, Halliburton

4.00 **Well Integrity Diagnostic & Solutions For In-Service Wells Realise Million Dollar Cost Savings**
- A systematic methodology for diagnosing problem wells to avoid unnecessary repair costs and downtime
- Developing a consistent approach to troubleshoot well integrity problems and avoid overlooking valuable steps in well integrity diagnostic and remedial actions
- How we can resolve integrity issues and continue producing without further aggravating well conditions

Sikandar Memon, Production Engineering Consultant, Anadarko

4.30 **Chair’s Closing Remarks & Summary Of Day One’s Key Action Points**

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**Good exchange of ideas/experience/expertise. Great insights into well integrity training at design and construction stage.**

Stuart Wright

**All presentations were unique, thank you to Hanson Wade for an excellent show.**

Enerplus
CONFERENCE DAY TWO

Wednesday December 10th 2014

8.00  Registration & Networking Breakfast

8.30  Chair’s Opening Remarks & Recap Of Actions From Day One

9.00  Starting From the Top: The Senior Management Perspective of Well Integrity

- Demonstrating the value of integrity activities and integrity spend to the wider business
- Critical success factors in gaining corporate buy-in
- Lessons learned on Eagle Energy Trust’s well integrity journey

9.30  Using Ultrasonic Logs & Modeling Tools To Optimize Cement Design For Effective Barrier Placement In Unconventional Wells

- Overcoming the challenges for cement placement in unconventional well construction
- Using ultrasonic logs to evaluate the successes and failures of the current cement design to optimize future parameters for better placement
- A process for integrating cement evaluation and other information to quickly evolve an optimized design for effective cement barrier placement in high volume unconventional wells

10.00  Quantifying And Overcoming The Human Factors Related To Integrity Issues & Blowouts

- Actions which can be implemented which can reduce the occurrence of blowouts and integrity issues
- Measuring and reducing the costs of these incidents on offshore operations
- Building a business case for investment in a robust well safety and well integrity system

10.30  Networking & Refreshments Break

11.00  How A New Intervention Technique Could Remove Sustained Casing Pressure (SCP)

- Why methods for SCP removal using rigs and rig-less techniques can fail
- How a new technology for SCP removal may help displace the annular fluid
- Potential of the immiscible fluid displacement technique for SCP removal in wells

11.30  Why “Do Not Disturb” Is A Safety Message For Well Integrity

- The safety risks to wellbore integrity associated with the premature setting of the casing seal during well construction
- How independent thermodynamic modeling and well testing can help evaluate the risk
- How we should update the educational curricula and regulations to call attention to the need to adhere to the advice not to disturb cement curing

12.00  Networking Lunch
## Conference Day Two Continued

### Wednesday 10th December 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker &amp; Details</th>
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<tbody>
<tr>
<td>1.00</td>
<td>Increasing The Level Of Assurance For Cement Evaluation Methods To Improve Integrity Decision-Making</td>
<td>Polina Khalilova, Deepwater Cementing Technical Specialist, Schlumberger</td>
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<td></td>
<td>• Steps you can take to identify zonal isolation issues and explain why the issues may exist</td>
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<td>• How you can better correlate drilling and measurement data, forecast cementing placement and use measurements from the acoustic logs for evaluation</td>
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<td>• Achieving faster interpretation of cement placement to enhance integrity decision-making</td>
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<td>1.30</td>
<td>What Lessons Can Be Learned From Integrity Testing For Underground Hydrocarbon Storage?</td>
<td>Jug Manocha, Petroleum Operations Section, Ministry of Natural Resources (Canada)</td>
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<td></td>
<td>• Canadian operating experience of maintaining integrity for underground hydrocarbons</td>
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<td></td>
<td>• Economic and environmental considerations</td>
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<td></td>
<td>• What lessons can be applied to the wider industry?</td>
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<tr>
<td>2.00</td>
<td>Networking &amp; Refreshments Break</td>
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<td>2.30</td>
<td>Extended Group Blueprint Development Session: Developing A Well Integrity Roadmap</td>
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<td>Your time at this conference will only be a success if you can walk away with a blueprint you can actually apply when you get back to the office. This session will capture the key learnings and main action points from the discussions with the entire group over the past two days. Incorporate this into a personal roadmap for implementation success when you return to your business.</td>
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<td>3.30</td>
<td>Closing Question &amp; Answer Session</td>
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<td>4.00</td>
<td>Chair’s Closing Remarks &amp; Close Of Conference</td>
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### Feedback

- I thought the conference was well done. I enjoyed the exchange with the other participants.
  
  **Murphy Oil**

- The forum has been really interesting. Many lessons learned and we will use them to improve our strategy.
  
  **Petrobras**

- Good use of practicals to harness collective experience of a room full of subject matter experts.
  
  **Schlumberger**
Developing A Practical Roadmap For Well Integrity Success In Your Company

Date: December 8th 2014 | Time: 8.00 – 3.00

Well integrity strategy incubator sessions provide attendees with the opportunity to address their own company’s specific well integrity challenges in an interactive context designed to help develop a practical blueprint to achieve excellence.

The highly focused and interactive environment allows your issues to be discussed in more detail than in the main conference. Come and share your challenges, opinions and perspectives with your peers and walk away with a roadmap you can use to ensure you can drive change towards well integrity excellence as soon as you return to the office.

This strategy incubator will address:

- Best practice approaches to organise teams, allocate skills and design management systems to enable well integrity
- Mastering the human factors relating to well integrity – training and developing integrity essentials
- Well integrity risk evaluation and problem resolution: Moving towards an industry best practice approach

Allowing you to leave able to:

- Move towards a common definition of well integrity competency: Roles, responsibilities and requirements
- Avoid the risks of working in silos by achieving alignment between stakeholders
- Apply a fit for purpose well integrity management system to plan and execute integrity activities

About Hanson Wade Strategy Incubators:

Hanson Wade strategy incubators are among the most popular components of the conference experience and represent an opportunity to spend quality time digging deeper into a critical subject with an industry thought leader as the facilitator. Through formal presentations, group discussions and interactive Q&A sessions, participants should expect to leave the workshop with new ideas which can be implemented as soon as they return to the office.

WHY PARTNER

If your organization needs to raise profile, promote products and services or develop new partnership opportunities in the well integrity sector, this is an ideal platform to do just this.

CONTACT

Liam Wedderburn
Partnerships Manager

Tel: +1 212 537 5898
Email: sponsor@hansonwade.com

www.wellintegrity-management.com
NETWORKING AT PRACTICAL WELL INTEGRITY 2014

SPEED NETWORKING
A structured networking session - run like speed dating - especially designed to facilitate quick introductions to the majority of attendees. Use the time wisely to meet new contacts, reconnect with old friends and identify those you want to spend more time with.

GROUP BLUEPRINT SESSIONS
Take part in facilitated discussion sessions focused around specific, high priority issues. Discuss your experiences and observations within focus groups then share your and the other groups’ finding with the main conference.

STRUCTURED NETWORKING BREAKS
In between the formal presentations the networking carries on. Use the multiple refreshment and lunch breaks to continue your discussions in an informal relaxed atmosphere.

*Predicted figures based on attendance from previous year’s events.

COMPANIES WHO HAVE ATTENDED

YOU’LL MEET PEOPLE FROM...

Network sessions were very helpful. They gave me the opportunity to meet many engineers who I cannot meet at other conferences.

DEPARTMENTS

*Tel: +1 212 537 5898  Email: info@hansonwade.com  www.wellintegrity-management.com
VENUE

Houston Marriott West Loop by The Galleria
1750 West Loop South
Houston, Texas, 77027

www.marriott.com

Overnight accommodation is not included in the registration fee, however accommodation options will be sent out with your confirmation email upon registering.

PRICES AND DISCOUNTS

<table>
<thead>
<tr>
<th>PACKAGE PRICES</th>
<th>Register &amp; Pay before Friday 19th September 2014</th>
<th>Register &amp; Pay before Friday 17th October 2014</th>
<th>Register &amp; Pay before Friday 14th November 2014</th>
<th>Standard Prices</th>
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<tbody>
<tr>
<td>GOLD PACKAGE</td>
<td>$3597 (save $600)</td>
<td>$3697 (save $500)</td>
<td>$3797 (save $400)</td>
<td>$3897 (save $300)</td>
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<tr>
<td>Conference + 1 Full Day Incubator</td>
<td>$3597 (save $600)</td>
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<tr>
<td>SILVER PACKAGE</td>
<td>$2498 (save $300)</td>
<td>$2598 (save $200)</td>
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<td>BRONZE PACKAGE</td>
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TEAM DISCOUNTS*

3+ Delegates: 10% Discount
4+ Delegates: 15% Discount
5+ Delegates: 20% Discount

REGISTRATION CHECKLIST

1. Have you checked if anyone else from your business is attending? If 3 or more of you register together, you will all benefit from reduced rates.
2. Could you register your place early to take advantage of early booking rates?
3. Have you carefully evaluated which package will best help you achieve your goals?

TERMS & CONDITIONS

Secure your place.

When you’ve made your selections
SECURE YOUR PLACE*

You can register your place quickly and easily online. Visit:

www.wellintegrity-management.com/register

Contact us:

If you require any further information on the event, or would like us to assist you in making your booking, please contact Hanson Wade via the contact details below.

Data Protection: The personal information shown and/or provided by you will be held in a database. It may be used to keep you up to date with developments in your industry. Sometimes your details may be obtained or made available to third parties for marketing purposes. If you do not wish your details to be used for this purpose, please write to: Database Manager, Hanson Wade, Suite A, 6 Honduras Street, London EC1Y 0TH.

BP

Praise for Hanson Wade events

The best investment in time I have made in the last 2 years. We have accelerated the development of our work by months and the value is in the tens of thousands. I can’t recommend this enough.

Tel: +1 212 537 5898     Email: info@hansonwade.com

www.wellintegrity-management.com

Practical Well Integrity
Houston December 8-10 2014

www.wellintegrity-management.com/register

Overnight accommodation is not included in the registration fee, however accommodation options will be sent out with your confirmation email upon registering.