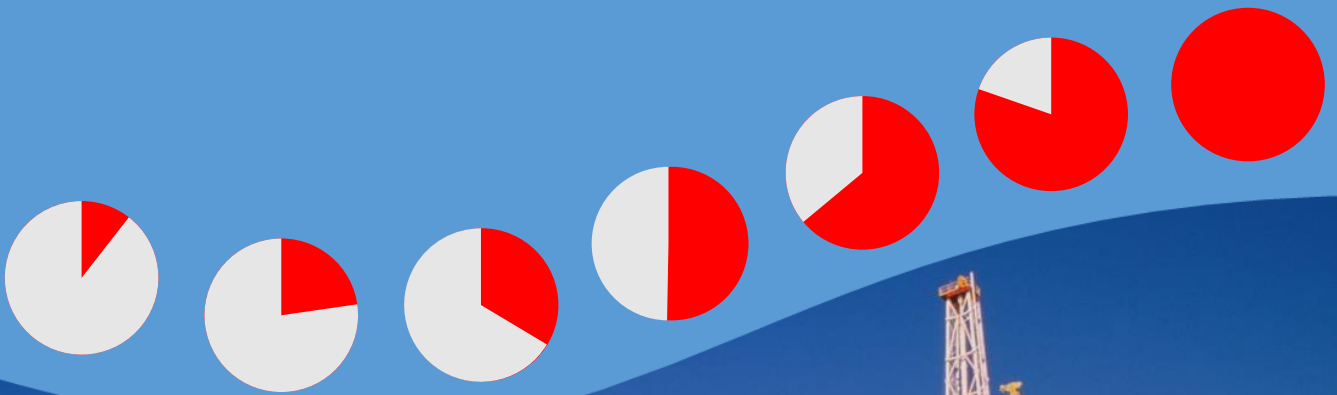


# TECHNICAL EVENT PLANNING FOR THE OIL & GAS INDUSTRY

UNDERSTANDING THE 7 STAGES OF THE  
TECHNICAL EVENT LIFECYCLE



**CERTIFICATE  
PROGRAM**

**Duration:** 3 days  
**Format:** Training



# Technical Event Planning for the Oil & Gas Industry (OGTEP)

This training program provides the participant with an understanding of standards, processes, and tools to aid in the logistical planning and delivery of oil and gas industry technical events. A technical event (training, forum or conference) is a formal meeting to exchange technical content via oral presentations, poster sessions, workshops, field trips, video recordings, and virtual delivery.

**The participant will understand the seven (7) stages of the technical event lifecycle that will cover:**



## PHASE 1

- Committee Development
- Budgeting
- Venue Selection
- Contract Development
- Contingency Planning



## PHASE 2

- Content Development / Coordination
- Website Development and Maintenance
- Presenter Solicitation



## PHASE 3

- Agenda Foundation
- Compliance Coordination
- Presenter Communications



## PHASE 4

- Attendee Solicitation
- Content Capture
- HES (Health, Environment and Safety)



## PHASE 5

- Attendee Management
- Logistics Finalization



## PHASE 6

- Execution



## PHASE 7

- Evaluation and Lookback Reporting
- Billing and Cost Recovery Reconciliation

# Technical Event Planning for the Oil & Gas Industry (OGTEP)

## **DESIGNED FOR:**

This program is designed for individuals that seek to or currently plan events for the oil and gas industry, that are seeking a career as an event planner for the oil and gas industry, and those that work in some capacity in industries that support oil and gas event planners (hotels, restaurants, event venues, transportation, audio visual, etc.).

## **YOU WILL LEARN HOW TO:**

Develop and Manage Effective Event Committee(s)/Team(s)

Create a Solid Budget

Select the Perfect Venue

Negotiate Contracts

Create Foundations for Developing Content

Solicit Presenters

Build Solid Communications

Build Content for a Web and/or Intranet Site

Solicit Event Attendees

Work with Your IP, Compliance and HES Teams

Select the Perfect Catering Menu

Design Meeting Rooms for Various Types of Events

Select Promotional Products, Gifts and Giveaways and Understand Gift Giving Process

Flawlessly Handle On-site Logistics (Registration, etc.)

Understand Event Security Needs

Manage Various Event Sessions and Breakouts

Solicit Feedback (Attendees, Presenters, Committee Members, Event Hosts)

Understand and Reconcile Hotel and Event Venue BEOs

Reconcile Costs

Create an Effective Lookback

Recognize Committee/Team Members for Their Hard Work

# Technical Event Planning for the Oil & Gas Industry (OGTEP)

## PROGRAM FORMATS AND PRICING:

### 3 DAY PROGRAM

8:00 AM – 4:00 PM

INSTRUCTOR LED

LIGHT BREAKFAST

LIGHT LUNCH

AFTERNOON SNACK

ALL DAY COFFEE, TEA AND WATER

\$1300.00 – FULL PRICE

\$1500.00 – INSTALLMENT OPTION – 3 INSTALLMENTS OF \$500.00

### IN-HOUSE

THIS PROGRAM IS ALSO AVAILABLE FOR IN-HOUSE PRESENTATION TO INDIVIDUAL COMPANIES AND ORGANIZATIONS. THE IN-HOUSE PROGRAM MAY BE STRUCTURED THE SAME AS THE PUBLIC VERSION OR TAILORED TO MEET YOUR REQUIREMENTS. CONTACT FOR PRICING

### ONLINE

A SELF-PACED ONLINE VERSION OF THIS PROGRAM IS IN DEVELOPMENT AND WILL BE AVAILABLE IN 2019.

PRICING TBD



# Technical Event Planning for the Oil & Gas Industry (OGTEP)

## YOU WILL ALSO RECEIVE:

Apps for Effective Event Execution  
Templates and Forms  
Glossary of Terms  
Access to the OGTEP Peer Support Group  
Online Access to the Training Manual

## FOR ADDITIONAL INFORMATION, CONTACT US BELOW.

Telephone: 877.567.1677

E-Mail: [training@oilandgasadmins.com](mailto:training@oilandgasadmins.com)

Internet: [oilandgasadmins.org/oga/ogtep](http://oilandgasadmins.org/oga/ogtep)

Address: P. O. Box 701174, Houston, TX 77270, USA

## SPONSOR OPPORTUNITIES AVAILABLE

Gain exposure for your business, products and services.  
To sponsor this event, please visit the [Events Sponsorship](#) page.



# Technical Event Planning for the Oil & Gas Industry (OGTEP)

## INSTRUCTOR:

**La Donna Finnels-Neal** is a Solutions Expert creating opportunities for career, personal and business development using innovative processes, connections, training and events through her companies La Donna Finnels Enterprises and Oil & Gas International Business Services. She has over 20 years experience in business and in the oil, gas and energy industry primarily in Fortune 10 corporations.

Ms. Finnels-Neal is also the founder of Oil & Gas Admins International, a networking and educational non-profit trade organization for administrative and support professionals with careers in the oil, gas and energy industry. She outlined and spearheaded the development of the Oil & Gas Admins Professional Certification (OGAP), a program designed to measure and validate the OGAP's understanding and demonstrated knowledge of the oil, gas and energy industry, adds to the OGAP's technical knowledge, and provides a venue that defines the OGAP's value and improved marketability within the oil, gas and energy industry.

La Donna was responsible for creating the Technical Forum and Event Coordinator position and processes and procedures for a Fortune 10 oil and gas company and traveled the world executing oil and gas technical events. She has led teams of more than 100 participants to ensure the successful coordination and execution of global technical forums and conferences.

She has extensive experience in executing technical events in the following disciplines:

- Reservoir Management
- Facilities Engineering
- Process Automation
- Drilling and Completions
- Subsurface Characterization
- Shale Gas
- Operational Excellence

She has also ensured the successful organization and execution of company-wide Board of Directors meetings.