

“Using and Leveraging Standards”

PIDX 2009 Fall Conference

Hosted by Schlumberger

Wednesday, October 7, 2009

Q Auditorium - 8:00 AM to 5:00 PM - General Session

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| 8:30-9:00 | Registration |
| 9:00-9:05 | Welcome – John Pinnella, Chevron & PIDX Chairman |
| 9:05-9:15 | Anti-trust – Michael See, Senior Counsel, API |
| 9:15-9:30 | Opening Remarks by PIDX Chair – John Pinnella, Chevron & PIDX Chairman |
| 9:30-9:50 | PIDX Marketing Update – Dave Wallis, OFS Portal |
| 9:50-10:30 | “Establishing the Information Agenda for Oil and Gas,” Key Note Speaker - Jose Favilla, Business Analytics and Optimization Solutions Executive, IBM Center for Business Optimization |
| 10:30-10:40 | Coffee Break & Networking |
| 10:40-11:20 | API Procedures for Standards Development “ <i>Standards 101</i> ” - David Miller, Director of Standards, API |
| 11:20-12:00 | Host Presentation on Standards, Schlumberger |
| 12:00-12:40 | Lunch |
| 12:40-1:20 | “An Overview of XML Data Standards: Business Benefits and Schema Development”, Jeff Bicer, Research Fellow, LMI |
| 1:20-2:00 | Standardization of Desktop Computing – Steven Neiers, Global Information Link 3, Standardization of Desktops, Chevron |
| 2:00-2:50 | Master Data Management for e-Commerce – Paul Mayer, Platon |
| 2:50-3:00 | Coffee Break & Networking |
| 3:00-3:50 | PIDX Standards and Guidelines Presentation/Work Group Updates – Tony |

Aming, Baker Hughes

- 3:50-4:10 International Business Development Update – Terry Thomas, Schlumberger
- 4:10-4:30 Update on Norway Initiatives – Dave Wallis, OFS Portal
- 4:30-5:00 Closing Remarks by PIDX Chair – John Pinnella, Chevron & PIDX Chair

Tuesday, October 6, 2009

- 8:00-5:00 Downstream eBusiness Committee meeting [Athabasca Sands Room]
- 9:00-11:30 PIDX Executive Committee meeting & API Staff [Capitan Reef Room]
- 1:00-5:00 PIDX Executive Committee meeting [Capitan Reef Room]

Thursday, October 8, 2009

- 7:30-9:00 Standards and Guidelines meeting [Perdido Room]
- 9:00-3:00 BMWG/ BPWG meeting [Perdido Room]
- 8:00-10:00 Classification Work Group meeting [Capitan Reef Room]
- 10:00-5:00 Debrief Work Group meeting [Capitan Reef Room]