



Gulf Coast Section



SPE-GCS Event Advertisement Quick Guide

Photo by [Clyde Thomas](#) on [Unsplash](#)

Your Advertising Options and Contacts

	Submission Contact	Posting frequency	Submission Deadline	Submission Details
Weekly Email Blast	Lindsey Newsome (webmaster@spegcs.org)	Weekly on Mondays	A week prior	<ul style="list-style-type: none"> - Text blurb/ description about event - Time and place - Registration link - Flyer optional - Sponsor to be acknowledge
Email Blast	Lindsey Newsome (webmaster@spegcs.org)	As Requested	2 days before	<ul style="list-style-type: none"> - Text blurb/ description about event - Time and place - Registration link - Flyer recommended - Sponsor to be acknowledge
Social Media	YP Communications (communications.spegcs@gmail.com)	As Requested	2 days before	<ul style="list-style-type: none"> - Text blurb about event - Time and place - Registration link, QR code (optional) - Flyer highly recommended - Speakers, sponsors, and committees tags

Website Inquiries: Lindsey Newsome (webmaster@spegcs.org)

General Communications Inquiries: Debora Martogi (demsimanjuntak@gmail.com) and Thomas Shattuck (TShattuck@akingump.com)

WEEKLY EMAIL BLAST

- Received by ~9,000 members
- Event advertising request will show in SPE-GCS weekly email under “Featured Events” section as shown on the right
- Priority given to near-future events needing registrants’ boost

The image shows a screenshot of an email blast header and featured events section. The header includes the SPE International logo and the text "Society of Petroleum Engineers Gulf Coast Section" with the date "September 11, 2023". Below the header is a blue banner with the text "FEATURED EVENTS". The first event is "Challenges and Opportunities in Large-Scale Carbon Capture Storage (CCS)", dated September 14, 2023, from 11:30 a.m. to 1:00 p.m. at the Petroleum Club of Houston. The description states that large-scale CCS deployment is imperative to reach the global average 2-deg C temperature limit. A "REGISTER HERE" button is provided. The second event is "Hybrid Expandable Liner System: A Performance-enhancing, Cost-effective Alternative to Bullhead Refracturing", dated September 20, 2023, from 11:30 a.m. to 1:00 p.m. at the Core Laboratories Auditorium. The description mentions a novel approach to refracturing in the Barnett Shale. A "REGISTER HERE" button is also provided. Below the events is a section for a "Private Party in the Permian Basin" on September 20, 2023. It lists a moderator, Keith Ries (EnergyNet), and three panelists: Dan Weisel (Forge), Zach Fenton (Upcurve), and Drew Limbacher (Vencer). The event includes a door prize, monthly activities, and networking. At the bottom, there are logos for Earthstone Energy, Inc., RED, UpCurve, and Bok Financial Securities.

SPE International Society of Petroleum Engineers
Gulf Coast Section
September 11, 2023

FEATURED EVENTS

Challenges and Opportunities in Large-Scale Carbon Capture Storage (CCS)
September 14, 2023 | 11:30 a.m. - 1:00 p.m. | Petroleum Club of Houston
Large-scale Carbon Capture Storage (CCS) deployment projects are imperative to reach the global average 2-deg C temperature limit, as outlined in the Paris Agreement. While momentum is building on some CCS pilots and small-scale commercial initiatives, large-scale commercial facilities remain scarce.

[REGISTER HERE](#)

Hybrid Expandable Liner System: A Performance-enhancing, Cost-effective Alternative to Bullhead Refracturing
September 20, 2023 | 11:30 a.m. - 1:00 p.m. | Core Laboratories Auditorium
Kevin Eichinger will describe a novel approach to refracturing in the Barnett Shale, combining the advantages of bullhead and plug and perforation techniques. It will introduce the Hybrid Expandable Liner System, which optimizes the completion design for wells with wider cluster spacing and longer laterals.

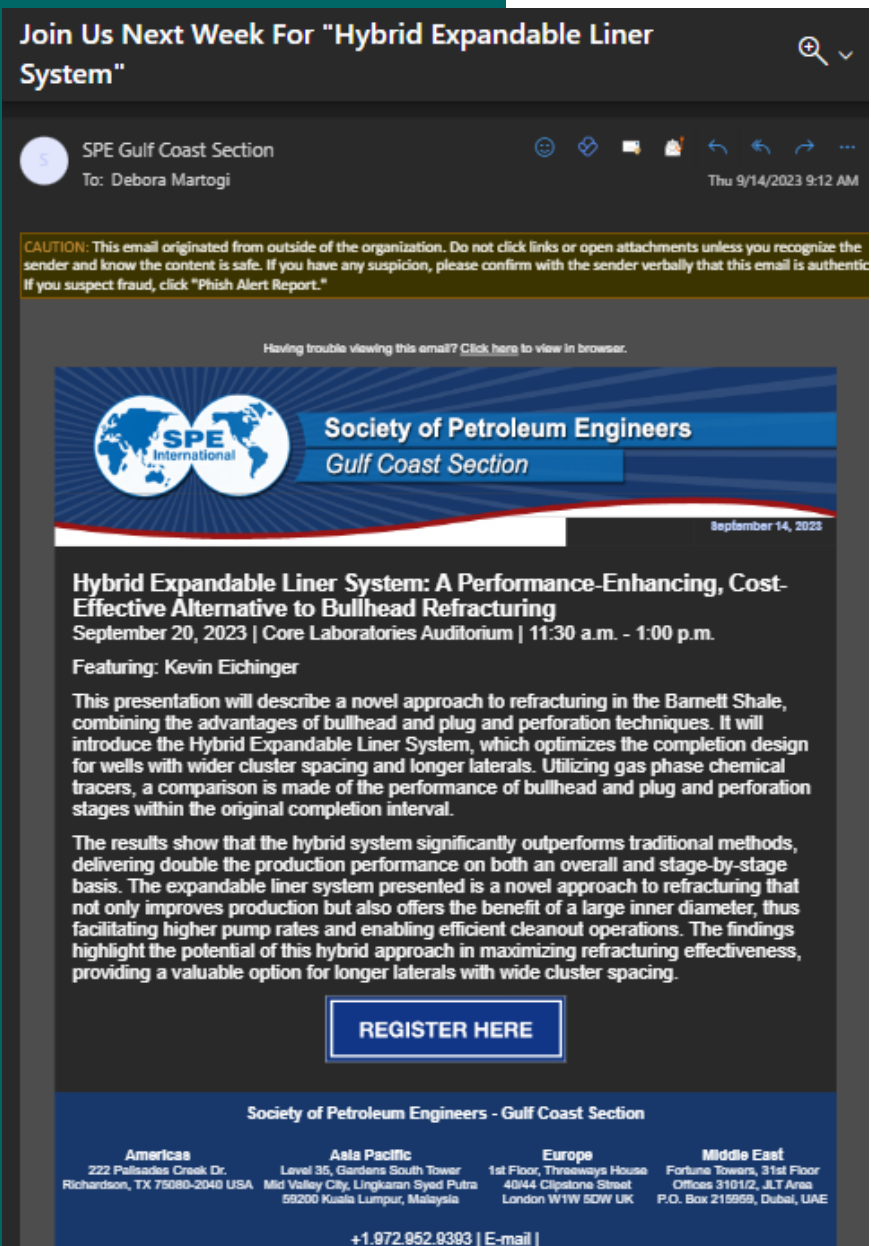
[REGISTER HERE](#)

Private Party in the Permian Basin
September 20, 2023

Moderator: Keith Ries, EnergyNet
Panelists: Dan Weisel, Forge; Zach Fenton, Upcurve; Drew Limbacher, Vencer

DOOR PRIZE MONTHLY NETWORKING

Earthstone Energy, Inc. RED UpCurve Bok Financial Securities



EMAIL BLAST

- Received by select mail list recipients
- Independent single event email blast as shown on left
- Priority given to near-future events needing registrants' boost
- Limited spots per week to avoid spamming SPE-GCS mail recipients

LINKEDIN POST

- Received by up to 20,000 SPE-GCS LinkedIn followers
- Event advertisement will be posted through SPE-GCS LinkedIn Page
- Event flyer and tagging speakers, sponsors, and committees are highly recommended

Society of Petroleum Engineers - SPE GCS Gulf Coast Section
20,762 followers
1mo • 🌐

Please join the Northside Study Group on August 15, 2023 at the **Ovintiv** office. Our speaker will be **Joel Walden**, Global Product Manager at **Halliburton**.

Within unconventional completions, wireline conveyed perforating or “plug and perf” jobs are a critical part of the hydraulic fracturing operation. This operation requires focus from all personnel involved since variable downhole conditions can cause costly unplanned events such as pre-set plugs or pumped-off tool strings downhole. These events result in unplanned well interventions such as coil tubing fishing jobs, which can be extremely costly.

This talk will discuss Risk Reduction through automated Plug-and-Perf. Automating this operation, and employing a real-time digital twin reduces the risk of unplanned events and costly NPT. The use of automated perforating operations leads to a safer and more productive oil and gas industry, where human expertise is augmented by technology to achieve better outcomes.

Thank you to our sponsors **Ovintiv** and hope to see you there!

Register here: <https://lnkd.in/gwttQ67m>

#northside #spe #spegcs #studygroup #networking #oilandgas #completions #production #engineering #fracturing #hydraulicfracturing

SPE International Gulf Coast Section Thank you to our Venue Sponsor! **Ovintiv** **STUDY GROUP Northside**

Risk Reduction Through Automated Plug-and-Perf

Tuesday, August 15, 2023 | 11:30 AM - 1:00 PM
Ovintiv Conference Room
4 Waterway Square Place, The Woodlands, TX 77380
www.spegcs.org/events/6704/

Joel Walden
Global Product Manager
Halliburton Energy Services

David Traugott and 41 others 10 reposts

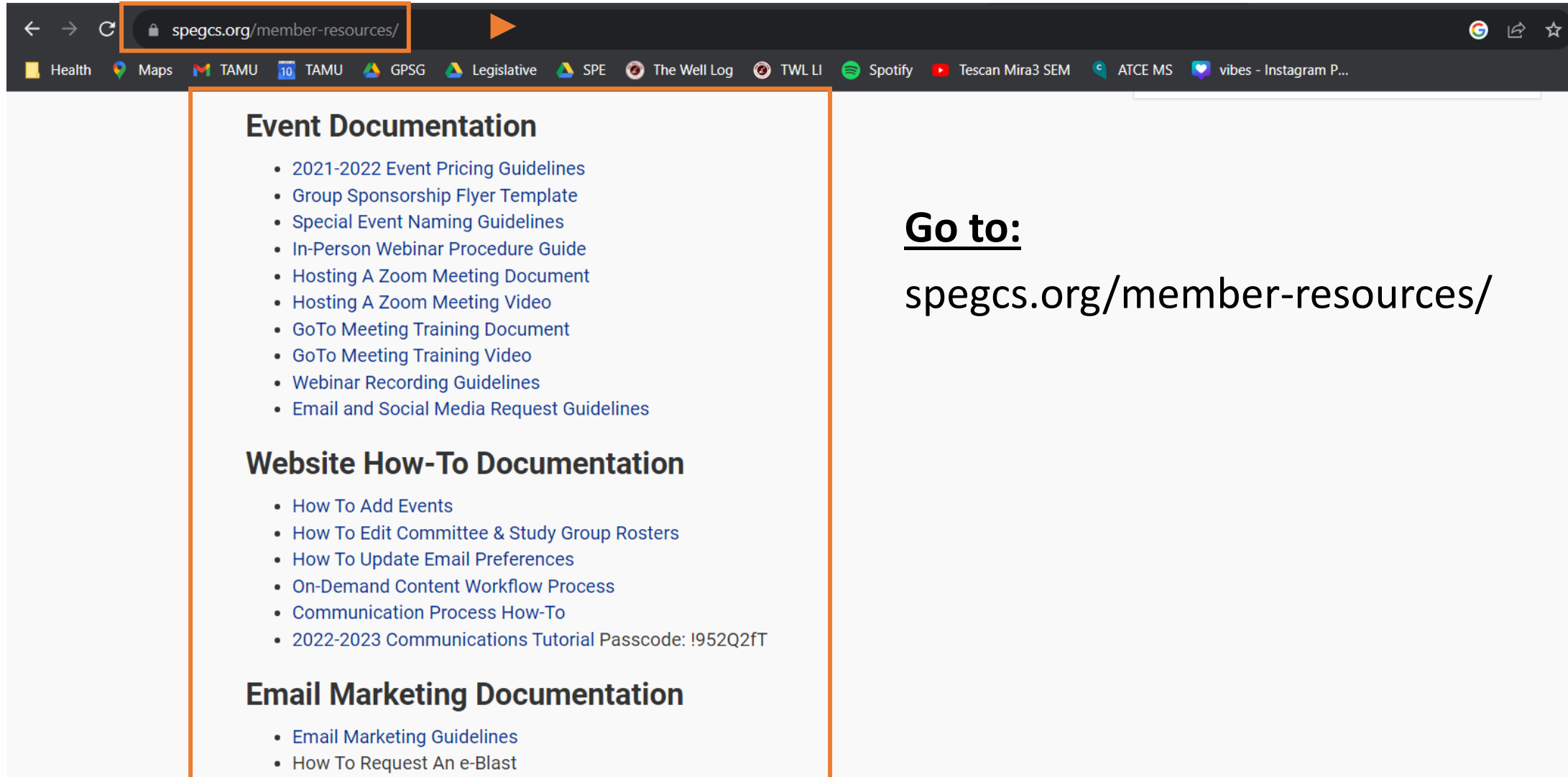
👍 Like Comment 🔄 Repost

SOCIAL MEDIA REQUEST GUIDELINES

When requesting a social media post, please provide the following to communications.spegcs@gmail.com:

- **Description** - includes at least:
 - Brief Text Description
 - Date, Time, Location
 - Tags of speakers, sponsors, and committees (Let us know who you want to tag with @_name_). Please share full LinkedIn name of user to facilitate their finding.
 - Any Hashtags
 - Feel free to look at the [Society Petroleum Engineers – Gulf Coast Section LinkedIn Page](#) for inspiration.
- **Graphic**
 - If you do not provide a graphic, we can make one for you following a standard template. However, we'd like for you to contact us at least 1 week prior to when you want to start posting in order to allow for proper feedback to make sure all info is correct.
- Please send your request at **least 2 days** in advance. Most posts will be posted the day of or after. If you would like to have the post on a certain date, please specify in your email. Most times we can accommodate.
- The best way to get **exposure is to have members share and comment on the post throughout the week**. This will keep the post alive and circulating.
- We try to space out most of the postings so they get enough exposure, but there are many posts that go through the page, so it is easy for a certain ad to get 'lost'. Please keep that in mind.
- Feel free to send me a reminder if you don't see it posted in a few days after sending in your request.

Additional Communications Resources



The screenshot shows a web browser window with the address bar containing the URL spegcs.org/member-resources/. The page content is organized into three main sections:

- Event Documentation**
 - [2021-2022 Event Pricing Guidelines](#)
 - [Group Sponsorship Flyer Template](#)
 - [Special Event Naming Guidelines](#)
 - [In-Person Webinar Procedure Guide](#)
 - [Hosting A Zoom Meeting Document](#)
 - [Hosting A Zoom Meeting Video](#)
 - [GoTo Meeting Training Document](#)
 - [GoTo Meeting Training Video](#)
 - [Webinar Recording Guidelines](#)
 - [Email and Social Media Request Guidelines](#)
- Website How-To Documentation**
 - [How To Add Events](#)
 - [How To Edit Committee & Study Group Rosters](#)
 - [How To Update Email Preferences](#)
 - [On-Demand Content Workflow Process](#)
 - [Communication Process How-To](#)
 - [2022-2023 Communications Tutorial Passcode: !952Q2fT](#)
- Email Marketing Documentation**
 - [Email Marketing Guidelines](#)
 - [How To Request An e-Blast](#)

To the right of the screenshot, the text **Go to:** is followed by the URL spegcs.org/member-resources/.