

Marty Stetzer: Hi everyone, and welcome. I'm Marty Stetzer, president of EKT Interactive in Houston. We've been selected as podcast partner with Upstream Intelligence in the UK, and they are now part of our oil and gas learning network.

Today we are pleased to introduce a new podcast channel with Charlotte Howlett in the UK, the head of Upstream Intelligence. Charlotte, happy to have you with us.

Charlotte: Happy to be here, Marty, and we're happy to have to have EKT's extensive oil and gas experience, as podcast media partner in this effort.

Marty Stetzer: Charlotte, before we start, could you tell our listeners some of your background?

Charlotte: Yeah, sure. So I've been with our company, FCBI Energy for just over a year and a half now, Upstream Intelligence is actually a sub sector of FCBI Energy. During this time I've worked across our nuclear and oil and gas sectors. I've also been involved in numerous research projects, content production and industry events, and I've recently taken over as head of the nuclear and oil and gas sectors.

Marty Stetzer: This is terrific. What was it in your educational background that made you interested in this kind of work?

Charlotte: Actually, it's not something that I had done previously to joining Upstream Intelligence. I actually studied psychology at university and so it wasn't particularly something that I had background in but I've always been interested in the energy sectors. I studied some energy stuff just whilst at school and thought it sounded a really fascinating place to be involved in.

Marty Stetzer: You sure sound like you've been involved with quite a few parts of Upstream Intelligence, so can you tell our group a little bit more about what types of things Upstream Intelligence is trying to do, as part of the energy network at FCBI?

Charlotte: Yes, certainly. Upstream Intelligence, part of FCBI, has been bringing state of the art topics to the oil and gas industry for over nine years now, along with our sister brand, Decomworld, our other oil and gas brand. We're the foremost provider of business intelligence and analysis for the upstream oil and gas community.

Our primary focus is on the digital transformation of upstream operations, to help the industry drive efficiencies, reduce costs and maximize drilling and production capabilities. We specialize in uniting OT and IT, bringing together traditional oil with Silicon Valley, to spot the most forward thinking technologies and industry trends. We do this through a series of white papers, reports, webinars and conferences. We engage with high level operator executives,

companies that service oil and gas in the field and those that provide IT technology.

To date, our business intelligence operation has served over 35,000 executives worldwide and over 12,000 participants have attended our oil and gas events, a true global community.

We're really excited about the growth of our data driven drilling and production series, where attendance has quadrupled since its inception in 2016.

Marty Stetzer: Charlotte, you and FCBI are sure bringing a lot of industry content to the oil and gas community, but with all that success,

Charlotte: Marty, our historic way of getting in touch with our community has been via email, giving our community PDF access to content and presentations. Today, everyone is busy, so we're launching one of the first podcast channels dedicated to oil and gas.

During the year our data driven drilling and production community will receive audio updates where we present the crucial developments in this important space. They will hear case studies and lessons learned from operators, service providers and technologists in this rapidly changing and vital component of oil and gas efficiency.

Research has shown that today, podcasts are the most efficient way to deliver important messages to busy executives. Upstream Intelligence will therefore be releasing monthly newsletters which will include podcasts, with each running between twenty and twenty-five minutes, and downloadable to your phone, a very convenient way to stay in touch. We will also use the podcast channel to keep you in the loop on upcoming conferences and related industry events that are important.

Marty Stetzer: We've both seen the success with the podcasts that were put together for the 2016 data driven production conference and 2017. We think the commitment to continuing this form of communication will be really beneficial to your oil and gas community.

Charlotte, thanks very much. We are really pleased to be part of this exciting new venture. Let me add to our listeners that the first series of podcasts dealing with the upcoming Houston Upstream Intelligence Data Driven Drilling and Production Conference is now available on the new channel.

If you're strong in mathematics or expert systems but are new to oil and gas, check out our free Oil 101 series at [www.ektinteractive.com](http://www.ektinteractive.com).

There, you can quickly learn how the important oil and gas industry works. Thanks so much for listening.