



Effective Writing for Technical Staff

A Structured System (Two or three days)

Presenter: *John H Martin MA PhD*

No technical project carried out within the Energy Industry is complete if it is not documented effectively

This unique workshop provides guidelines for the efficient reporting of petroleum engineering, geological and geophysical studies. It will help you to produce concise and readable management briefings, well/study proposals, field development plans, operating manuals, unitisation and redetermination documentation and study reports.

It has been designed specifically for the energy professional, focusing on real documents and examples. It focuses on upstream activities, particularly those related to subsurface disciplines. Most 'communication skills' courses are presented by individuals from outside the energy industry. This one is different. It gives practical instruction rather than theory, and is based on the presenter's extensive experience of reporting integrated field development studies in an International Energy Company and Consultancy environment, as well as Board papers and legal documentation.

Over three hundred individuals have attended this course, presented as public and as 'in-house' workshops for major multinationals, state companies, and consulting groups.



What you'll learn

You will develop a 'toolkit' to help with all of your writing tasks, to communicate interpretations, results and recommendations more effectively.

- **Why write reports?** Four basic types – make sure you use the appropriate one.
- **How to write:** Document compilation using a 'news-based' approach.
- **Analysing objectives and developing messages:** How to develop a meaningful topic outline. Using verbal presentations to help structure a complex document.
- **Tips to improve writing skills:** Brevity and simple approaches. Handling numerical data and specialist terminology. Writing effective summaries.
- **Optimal use of charts, figures, tables and enclosures:** How to select and design illustrations. The science behind colour design.
- **How to compile manuals and minutes:** Making it easy!
- **Practical aspects of document preparation:** Type styles, layout and arrangement. Making your reports a pleasure to read.
- **Managing the reporting process:** How to reduce editing time. Co-ordinating multiple authors for multidisciplinary reporting.
- **Digital documentation:** Special techniques for on-screen display rather than hard copy. Use of advanced word processing and document design features for digital distribution. Effective use of emails.

Many scientists and engineers have not been exposed to many of the simple (but effective) suggestions contained in the workshop, which will be suitable for continued use.



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Who should attend?

The workshop will be useful to any technical specialist who must efficiently perform or supervise work in a team environment, especially those concerned with reservoir appraisal and development. A mixed audience of geologists, geophysicists and reservoir or petroleum engineers will allow for realistic exercises. It will be particularly beneficial for the non-native English speaker who nevertheless uses this language in technical work, and who wishes to improve his or her writing skills.

Feedback

Participants' responses are universally favourable, with 'excellent' scores in categories including subject knowledge and communication skills:

'Every aspect of E&P reports was explained clearly and its implications highlighted'

'Shows the course leader's understanding of problems faced by technical writers'

'Instructor is knowledgeable and really achieved the purpose of the course'.

'The course is really important and it might be offered to everyone in the company'.



Further information: www.jhma-reservoir.com

Presenter

John H Martin graduated with a first class honours degree in Geology from Oxford University in 1977, and obtained a PhD in Sedimentology and Economic Geology at the University of Edinburgh (1981). He worked as a Reservoir Geologist in the Production Geology Department of Shell Research Laboratories in The Hague, specialising in the study of complex clastic reservoirs in Oman, including support for EOR projects. From 1985–1989, as Senior, later Principal Geologist with International Petroleum Engineering Consultants Ltd in London, his responsibilities included reservoir geological evaluation, input to integrated field studies and, latterly, the management of engineering projects.

He has authored, edited and reviewed several papers concerning integrated geological and engineering evaluation of complex reservoirs. Till 1992 he held the post of Senior Lecturer in Development Geology at Imperial College, London, where he taught reservoir geology at MSc level.

Since 1989 he has been an independent reservoir development consultant/advisor; Director of John H Martin Associates Ltd since 1996. Roles include responsibility for technical management, presentation and reporting of major integrated field studies and assists clients with asset acquisition and divestment/farm-outs. He is regularly involved in North Sea and international unitisation and equity redeterminations, both in Expert and advisory roles.

His worldwide project experience includes more than 30 countries and he has presented around 100 public and in-house training workshops and courses in over two dozen locations.

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