



Digital Oil and Gas is a live-stream video series that explores the topic of digital innovation and its impact on the global oil and gas industry. The show communicates relevant developments, provides insight and analysis, and explores more deeply the nuances of digital technologies. Its intended audience includes industry and technology professionals and leaders.

Launched in 2020, the live-stream addresses topics ranging from blockchain to artificial intelligence, from upstream to downstream. The live-stream appears simultaneously on YouTube and LinkedIn. The live-streams feature interviews with industry professionals, technology innovators, and thought-leaders at the intersection of digital and the energy industry.

Video-on-demand (VoD) recordings of the stream will be available on a YouTube channel after the stream, with minor editing. From there, links will be emailed directly to the 600+ subscribers to Geoffrey's blog (available at <https://geoffreycann.com/blog/>).

For digital innovators, the live-stream is an ideal platform to make timely market announcements, such as new product releases, investments, awards and recognition, and successful field trials. Interviewees benefit by elevating their brand, attracting talent, building their communities and accessing new business opportunities. For industrial companies, live-streaming helps with brand positioning as well as talent attraction and retention.

Appearances are made at the mutual convenience of the host and interviewee, and are carried out virtually using Zoom. Interviewees join the Zoom call 15 minutes ahead of the broadcast time to check lighting, sound, and video feed. The live-stream event lasts between 15 and 30 minutes. For best results, interviewees should use modern recording tools (an HD web camera, an external microphone, and good lighting). The host handles all recording and post production at no cost to the interviewee.

The topic and interview questions are agreed in advance and avoid commercially sensitive areas such as pricing, future plans, or financial outcomes, so as to protect the rights of shareholders and owners. Interviewees are not compensated for their participation, and do not have rights to the event or recordings. As a live event, interviewees are encouraged to pre-review the questions and their answers. Recordings

of the live event for video-on-demand are subject to review by the interviewees for quality purposes or edits. Interviewees are encouraged to promote the live-stream, and distribute copies of the content as they wish. Interviewees may also request that their livestream VoD be removed from distribution at any time.

Interviewees supply copy to announce the live-stream (50 words or so), which will appear on LinkedIn feeds, and on YouTube. Up to three keywords can be programmed to appear on the live-stream, as well as a company logo.

If you are interested in appearing on the live-stream, simply contact Geoffrey at your convenience.

Contact Details

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Typical Interview Guide

1. What is your background?
2. What is your role at your company? What do you do there?
3. Describe what business problem you are trying to solve.
4. What results have you achieved?
5. What has been the reaction to your innovation?
6. How are you dealing with obstacles, resistance to change and objections to your solution?
7. Where do you see untapped potential in oil and gas for further productivity or cost gains driven by digital?
8. What lessons have you taken away from your experience?
9. Any advice you can share?