



Digital Oil and Gas is a video interview series that explores the topic of digital innovation and its impact on the global oil and gas industry. Episodes communicate 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 video interview series addresses topics ranging from blockchain to artificial intelligence, from upstream to downstream, and feature industry professionals, technology innovators, and thought-leaders at the intersection of digital and the energy industry. The video interviews can also be broadcast simultaneously on YouTube and LinkedIn.

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

For digital innovators, the video interview is an ideal platform to present a face for the company, and can serve as a 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, video interviews help 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. The interview 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 recordings. With the option to broadcast live, interviewees are encouraged to pre-review the questions and their answers. The recording is subject to review by the interviewees for quality purposes or edits.

Interviewees are encouraged to promote and distribute copies of the content as they wish. Interviewees may also request that their recorded VoD be removed from distribution at any time.

Interviewees supply descriptive copy for the video (50 words or so), which may appear on LinkedIn feeds, and on YouTube. Up to three keywords can be programmed to appear on the video, as well as a company logo.

If you are interested in doing a video interview, simply contact Geoffrey at your convenience.

Contact Details

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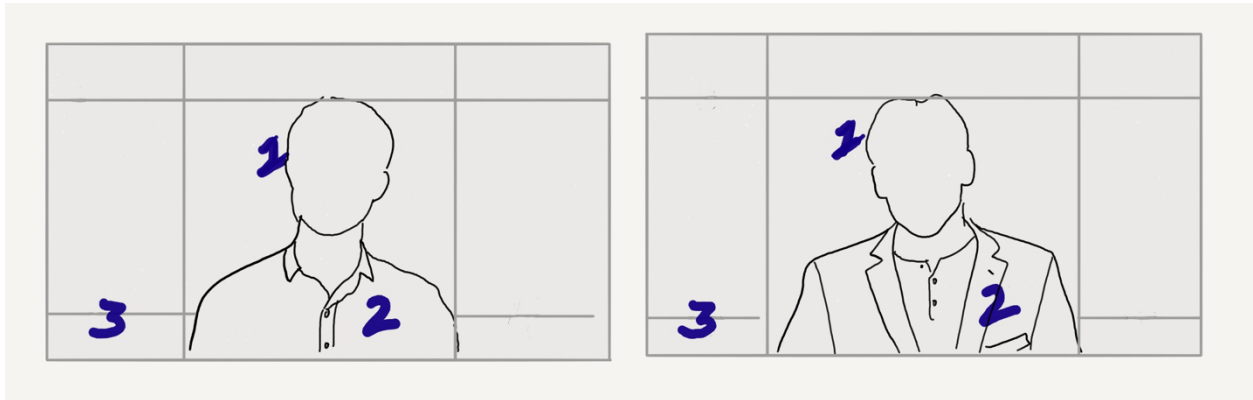
LinkedIn: 🔵 www.linkedin.com/in/training-digital-oil-gas

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?

Camera and Lighting Guide

For an effective video interview appearance, you should follow a few guidelines for positioning your camera and lights.



1. Set your camera at eye-level, and try to look at the camera throughout the livestream. You will appear to the audience to be looking at them, which increases their ability to absorb the event.
2. Both of us should fill the same space in our respective frames. That way we will appear to be about the same size. Unless your camera has a zoom feature, you probably need to either move the camera or your chair as appropriate.
3. The distance to both sides of the frame should be equal.
4. Sit facing the light. Avoid any bright lights or windows in the background.
5. Set your Zoom camera feed to landscape 16:9 ratio.