



***Digital Innovations in Oil and Gas with Geoffrey Cann*** is a weekly podcast 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.

The podcast was launched in mid 2017, and has since published over 375 episodes to market leading podcast services including iTunes, Spotify, Amazon, Google, YouTube and iHeartRadio. The show is favourable to

the industry, meets the standards for family listening, and is independently produced without advertising or financial support. The producer is Geoffrey Cann, an oil and gas digital strategy specialist with a 30 year career spanning the globe and most aspects of the industry.

Episodes vary between 10 and 30 minutes in length, in three broad formats—interviews with industry leaders, Geoffrey’s lectures recorded at various public presentations, and recordings of Geoffrey’s weekly article series on digital innovation in oil and gas. Prior topics include the transformation of fuel retailing, the role of artificial intelligence, the future of work, and the rise of blockchain.

The podcast is emailed directly to the 600+ subscribers on Geoffrey’s mailing list and each episode is downloaded at least 350 times. Interview podcasts may also be transcribed using Otter.AI, edited for quality, and eventually published as a blog. Geoffrey promotes each podcast episode and blog four times in the year they were published, on a range of social platforms, including Facebook, LinkedIn and X, with a combined audience of ~8000. The podcast and blog are frequently highlighted in energy industry newsletters such as EnergyNow.

For digital innovators, the podcast series is a platform to showcase solution successes and lessons learned to a global audience. Interviewees have benefitted from the podcast by elevating their brand, attracting talent, building their communities and accessing new business opportunities. For industrial companies, the podcast helps with brand positioning as well as talent attraction and retention.

Recordings are made at the mutual convenience of the interviewer and interviewee, virtually using on-line meeting software, and generally take 1-2 hours of time to set up and complete. The interviewer handles all recording and post production at no cost to the interviewee.

Following the actual podcast recording, we also record 4 YouTube shorts to help promote the podcast on social media (LinkedIn, YouTube, and TikTok).

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. However, before any episode is released, and before any transcripts are published, interviewees are offered an opportunity to review and approve for release. Interviewees are free to promote the podcast and blog, and distribute copies of the content, as they wish. Interviewees may also request that their podcast episode be removed from distribution at any time.

Watch this short video about the podcast. <https://youtu.be/vAMU0A2ojho>

If you are interested in being interviewed for the podcast, simply contact Geoffrey at your convenience.

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### **Draft 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?