

From: [International Association of Drilling Contractors](#)
To: [Cruickshank, Walter](#)
Subject: [EXTERNAL] Program Available! - IADC World Drilling 2025 Conference & Exhibition, 10-11 June, Beurs van Berlage, Amsterdam
Date: Monday, February 17, 2025 11:31:59 AM

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INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS – 17 February 2025

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Program Available!

Celebrate IADC's 85th Anniversary with us!

*For your convenience, IADC has multiple room blocks available at different hotels, near the Beurs van Berlage, in several price categories. Please find the options on our **conference website**. Please book your reservations timely to secure your room before the room blocks will expire in April.*

OPENING & KEYNOTE PRESENTATIONS

- Kevin Neveu, 2025 IADC Chairman; President, Chief Executive Officer and Director, Precision Drilling
- Thomas Gautherot, Vice President Drilling & Wells, TotalEnergies
- Roddie Mackenzie, Executive Vice President & Chief Commercial Officer, Transocean

MARKET OUTLOOK

Session Chairs: Brian Woodward, Alliance Manager, Noble Drilling & Michael Strauss, Vice President Drilling, Middle East & North Africa, Ensign

- **The Complex Reality of the Energy Transition:** Dag Kilen, Head of Research, Senior Advisor, Fearnleys
- Lars Eirik Nicolaisen, Partner & Deputy Chief Executive Office, Rystad Energy

AUTOMATION & ROBOTICS

Session Chair: Guido van den Bos, Business Development Director, NOV

The Intelligent Rig – Where Automation, Robotics and Red Zone Monitoring Enhance Human

Performance: Francesco Ferri, Operations Director, Travis McGuire, Transocean, Barry Braniff, InteliWell

Powering the World's Most Advanced Land Drilling Rig with Robotics: Robert Houston, Vice President, Operations, Precision Drilling

Robotics Upgrade on a Drilling Rig – A Journey of Plan, Install, and Refine: Graham Dey, Vice President - Product Management, NOV, Rob Houston, Darren Martineau, Precision Drilling

Implementing Rig Automation in Brazil's Ultradeepwater Drillship: Challenges and Lessons Learned:

Alessandro Pasini, Innovation Manager, Clarisse da Silva Rodrigues, Carlos Augusto Mariano da Silva, Marcio Molinari de Almeida Horta, Gustavo Elias Cordeiro Batista, Juan Chavan Guasque Rizzi, Rodrigo Vellasco de Oliveira, Angelo Lopes da Silva, Rodrigo Cesar Cova, Daniel Thomaz Carvalho Fonseca Filho, Cristiano Venancio Xavier, Adriano Calixto, Osiel Soares Barreto, Isaac Florencio Rodrigues de Oliveira, Foresea

A New Era of Fully Automated Hydraulic-Electric Rigs Enhancing HSE Standards and Drilling Efficiency:

Alberto Amuzzoni, R&D Manager, Simone Congiu, Drillmec SpA

PANEL DISCUSSION: OIL & GAS 2045: NEXT-GEN ENERGY & FUELLING THE FUTURE

Moderators: Hana Blanchfield, Junior Contracts Advisor, Stena Drilling & Darren Sutherland, Vice President Europe-Africa, Borr Drilling

As the energy landscape rapidly evolves, the future of the oil and gas industry is being shaped by innovation, sustainability, and emerging technologies. Young professionals share their vision for the industry in 2045 and beyond. What role will new technologies, policies, and market trends play? Join us for an insightful discussion as the next generation of energy professionals explore the challenges, opportunities, and transformations that will define the future of oil and gas.

PANEL DISCUSSION: ASSET & CYBERSECURITY

Moderators: Jennifer Medcalf, President, and Partner, The REACH Group & Jan Slettehaug, Senior Advisor-Sustainability & New Energy, Valaris

As cyber threats continue to rise, targeting both our infrastructure and assets, it's crucial to deepen our understanding of how to mitigate these risks. This panel will explore strategies for threat mitigation, navigating the regulatory landscape, integrating IT with OT systems, and the impact of cloud-based and AI solutions. Through lessons learned and case studies, the panel will cover Identifying and Responding to Threats, Regulatory Compliance, IT and OT Integration and Cloud and AI Solutions. Join us to gain insights from real-world examples and best practices that align with current regulations and enhance your

cybersecurity posture.

- Mate Csorba, Lead Cyber Security Specialist, DNV
- Cliff Thoburn, Head of Intelligence, RMI Global Solutions
- Alf Fredvik, Product Line Director, NOV
- Kenneth Titlestad, Director OT Cybersecurity, Sopra Steria

PANEL DISCUSSION: SUPPLY CHAIN

Moderators: Ludvine Laurent Bureau, Senior Vice President-XL Systems, NOV & Shane Marchand, Vice President Marketing, H&P

This panel will explore strategic solutions, including building robust supplier partnerships, enhancing proactive planning, integrating global teams, and leveraging advanced ERP systems. We will also delve into the transformative role of AI, highlighting how predictive analytics can reduce sourcing needs and enable predictive maintenance, thereby minimizing supply chain dependencies. Attendees will gain insights into minimizing disruptions, ensuring operational reliability, and achieving cost advantages. Empower your organization to navigate the volatile drilling market with resilience and competitiveness in this dynamic global landscape.

- Michael Fry, Director, ModuSpec
- Martin Greig, Head of Supply Chain Management, H&P
- Isabela Louback, Director Supply Chain, Precision Drilling

FEATURED PRESENTATION: Generative AI: Bill Ambrose, Partner, McKinsey & Company, Inc.

RIG MARKET OUTLOOK

Session Chairs: Matt Naeher, Senior Commercial Advisor, ExxonMobil & Josselin Gere, Director Commercial Business Development, Transocean

- **Floating Rig Market Outlook:** Cinnamon Edralin, Americas Research Director, Westwood Global Energy Group
- **Jackup Rig Market Outlook:** Rod Hutton, Associate Director, S&P Global
- **Land Rig Market Outlook:** Richard Spears, Vice President, Spears and Associates

SUSTAINABILITY & CCS

Session Chairs: Lamberto Nonno, Global HSE Leader, Baker Hughes & Stig Åtland, Vice President Drilling and Well Business Excellence, Equinor

CCS and Drilling Industry: Konstantin Puskarskij, Managing Director, Rune Loftager, Copenhagen Energy Partners

Innovative Strategies for Sustainable Offshore Drilling: Seadrill's Journey Toward Enhanced Fuel Efficiency

and Emissions Reduction: Johnathan Dady, Director of Rig Innovation and Technology, Seadrill

Assessing Rig Requirements and Developing Solutions for Offshore CO2 Drilling Operations: Zachary Bruton, Senior Business Developer – CCS, Mikkel Pedersen, Jens Hedegaard, Noble

Bridging Communication Gaps with IADC's New Geothermal Well Classification: Scott Farmer, Chairman IADC Geothermal Committee; Well Engineering Manager, H&P

PANEL DISCUSSION: OPERATORS INSIGHTS; AN INSIDE VIEW INTO THEIR STRATEGIES

Moderators: Celine Martin, Rigs Strategy Coordination, TotalEnergies & Miguel Sanchez, Chief Executive Officer, SANAD

In the dynamic oil & gas industry, operators are gathering to share their unique perspectives and experiences. Facing key challenges such as balancing profitability with sustainability, navigating geopolitical risks, and overcoming supply-chain bottlenecks operators are holding firm to capital discipline, ensuring efficient use of resources, rethinking their portfolio to renew reserves and ensure production growth while investing to remain sustainable in a volatile environment. Join us for an enlightening conversation that promises to inspire and inform all attendees.

- Aymeric Floch, Head of Operations & Projects Support, TotalEnergies
- Jason Smith, General Manager Wells Operations, Shell

CULTURAL INNOVATION

Session Chair: Ulrich Hahne, Managing Director, Herrenknecht Vertical GmbH

Navigating the New Wave of M&A: Bridging Technology, Safety, and Culture: George Michalopoulos, Vice President, Integration, H&P

Innovative BOP Deployment Method - A Pioneering Approach: Martin Larrere, Lead Drilling Engineer, TotalEnergies, Simen Orvedal, Performance Engineer, Odfjell Drilling

Reducing Redzone Exposure and Improving Operational Consistency; the Robotics & Automation Journey: Craig McCormick, Director of Innovation, Transocean

IADC WORLD DRILLING 2025 RECAP

- David Reid, Chief Technology Officer & Chief Marketing Officer, NOV

We look forward to your participation and hope to see you at this important event!

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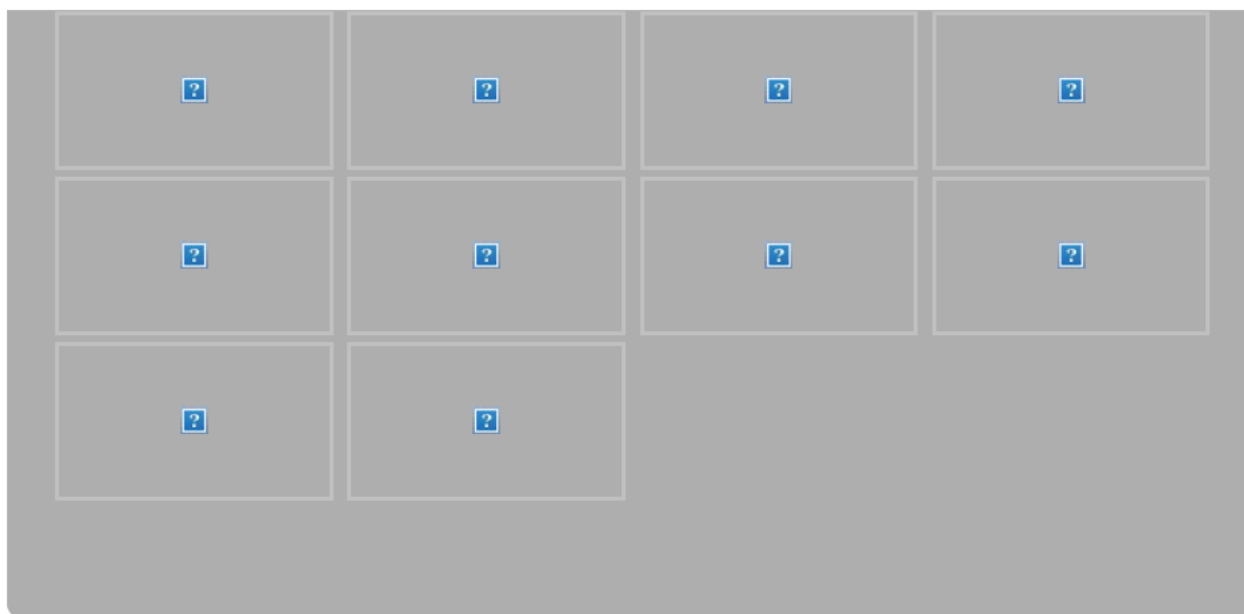
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- Shane Marchand, H&P
- Celine Martin, TotalEnergies
- Jennifer Medcalf, The REACH Group
- Matt Naeher, ExxonMobil
- Lamberto Nonno, Baker Hughes
- Miguel Sanchez, SANAD
- Jan Slettehaug, Valaris



- Michael Strauss, Ensign Energy
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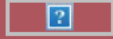
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Venue Information

Beurs van Berlage
Damrak 243
1012 ZJ, Amsterdam, The Netherlands

Hotel Information

For your convenience, IADC has multiple room blocks available at different



hotels, near the Beurs van Berlage, in several price categories.

Please note that some hotels provided a booking link, while others work with a promotional code or a reservation form. Please check carefully which one is applicable to your hotel choice.

Please note that booking your stay during the IADC World Drilling 2025 Conference & Exhibition is your own responsibility. In June, rooms in Amsterdam are in high demand, and therefore most room blocks will expire in April. We advise you to book your room as quickly as possible to secure a room during the conference.

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[NH Amsterdam Barbizon Palace \(5*\)](#)

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