

**SPE NL Section/SWN/GAIA/Schlumberger/KIVI NIRIA present**

# **Women in Energy**

## **Driving the Change**

**“The ladder of success is best climbed on the rungs of opportunity”**  
**Ayn Rand**

**Thursday 14<sup>th</sup> of March 2013**  
**KIVI NIRIA • the Hague**

## FOREWORD

After a successful seminar last year, the Society of Petroleum Engineers chapter Netherlands (SPE NL) in conjunction with the Dutch Network of Women Geoscientists (GAIA), the Shell Women's Network (SWN), the KIVI NIRIA Women Network and Schlumberger organizes for the second time the "Women in Energy Seminar" in The Netherlands.

The 'Women in Energy seminar' is an initiative that recognizes the challenges women in energy and related earth sciences may face in the course of a career. The event will take place on the **14<sup>th</sup> of March 2013** in the KIVI NIRIA building in The Hague. The theme of the day is **"Driving the Change"**. Senior players in the industry and government will speak around this theme and share their experience in a panel discussion afterwards. In addition, a number of expert-led mini workshops will be held to equip and inspire women to work and live successfully. The target audience is women at all levels of their careers in energy research and business. Last year 80 women – working for organizations like Shell, Schlumberger, TNO, GDF SUEZ, Delft University of Technology, Wintershall and PanTerra – participated. Because of the success of last year (tickets were sold out in 2 weeks time!), the number of available places will be increased to 100 for this year's event.

The seminar will focus on issues related to professional advancement. Some topics on the agenda are navigating the corporate landscape, strengthening your leadership skills and establishing networks.

This seminar is important because it encourages women to take time out to develop their careers and grow their networks. Research has shown that 'just doing a good job' is not enough when it comes to career advancement. With this event, we hope to encourage women to take charge of their career success and establish strong support networks in a dynamic and creative atmosphere.

Women in Energy Organizing Committee

## PROGRAMME

8:30	8:50	Registration and coffee
8:50	10:30	General Session
8:50	9:00	Welcome, safety and introduction of the day
9:00	9:30	Speaker 1 - <b>Celine Blanchere</b> - WG Europe, Africa, Caspian & Russia Regional Manager at Schlumberger
9:30	10:00	Speaker 2 - <b>Sybilla Dekkers</b> - Chair Taskforce and Stichting 'Talent naar de Top'
10:00	10:30	Break
10:30	11:00	Speaker 3 - <b>Bettina Bachmann</b> - VP Subsurface & Wells Software at Shell
11:00	11:30	Speaker 4 - <b>Angela Durkin</b> - VP Manufacturing & Supplier Quality at Baker Hughes
11:30	12:30	Pannel discussion
12:30	13:30	Networking Lunch
13:30	15:00	Parallel Workshops (1.5 hr)
		A: Strength Based Performance & Leadership (Stevin room)
		B: Micro-inequities (Mol room)
		C: Dress for Success (Conrad room)
		D: Pitching: how to create a persuasive message (Presidents
		E: Empowering Woman's leadership (Schepers room)
15:00	15:30	Coffee Break
15:30	17:00	Parallel Workshops (1.5 hr)
		A: Strength Based Performance & Leadership (Stevin room)
		B: Micro-inequities (Mol room)
		C: Dress for Success (Conrad room)
		D: Pitching: how to create a persuasive message (Presidents
		E: Empowering Woman's leadership (Schepers room)
17:00	17:05	Closing word
17:05		Drinks

## WIE ORGANIZING COMMITTEE MESSAGE

Dear guests,

Welcome to the second 'Women in Energy' Seminar jointly organized by the Society of Petroleum Engineers Netherlands (SPE NL), Shell Women's Network (SWN), the Dutch Network of Women Geoscientists (GAIA), Schlumberger and the Dutch Royal Institute of Engineers (KIVI NIRIA).

"Driving the Change" is today's theme of the second "Women in Energy" Seminar held in The Netherlands. We – the organizing committee – believe that women play an active role in an evolving and ever-challenging energy business while keeping control of the change they may face in their personal lives. The objective of today is to equip and provide you with inspiration and knowledge sharing network to be able to *'drive the change'*.

We were absolutely amazed by the speed at which the tickets for this 'Women in Energy' Seminar were sold out! Within only five days all one hundred tickets were sold! The 30-participant waiting list was fully booked few days later. This enthusiasm energized the organizing committee to make this day a big success and we hope you are as excited as we are with today's event.

Regarding the day's program, you will find presentations by four inspiring leading ladies in the morning. They will share their personal career experiences and talk around the theme "Driving the Change". The presentations will be followed by a panel discussion, where you have the opportunity to bring forward your thoughts and opinions in an open discussion. Please feel invited to actively participate in the panel discussion. In the afternoon, expert-led workshops will equip you with skills to further develop and combine your career and life. During coffee breaks, lunch and drinks you will have the possibility to expand your professional network.

We would like to thank all the speakers, panelists and workshop leaders for their contribution and willingness to share their thoughts and experiences on 'Women in Energy'. Let's make it an energizing event!

The organizing committee



## THE ORGANISING COMMITTEE



**Karina Blankert**  
Process Engineer  
Stork



**Hilde Coppes**  
Reservoir Engineer  
Shell



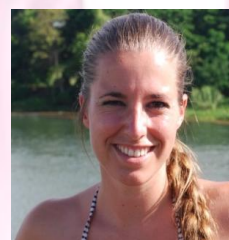
**Nikoletta Filippidou**  
QI Petrophysicist  
Shell



**Cameron Heins**  
Exploration Geologist  
Shell



**Danijela Krizanic**  
Petrophysicist  
GDF SUEZ



**Karlien Meulenaars**  
Geoscientist  
Shell



**Karin Overgaag**  
Seismic Processing Geophysicist  
Shell



**Jacqueline de Putter**  
Consultant logistics and trade  
facilitation  
TNO



**Madhavi Patandin**  
Special Core Analyst  
PanTerra Geoconsultants B.V.



**Ingrid Sance-van der Meijden**  
Senior Project Manager  
Baker Hughes



**Jorien Schaaf**  
Geophysicist  
Wintershall

## SPE MESSAGE

Dear participant,

It is a great pleasure to welcome you to the second Women in Energy seminar. Also this year the organization presents you an inspiring, interactive and motivating program.

Why a seminar for women who work in the energy business? Because it can energize you. It is motivating to share experiences, listen to advice and follow the mini workshops about various topic related to personal development. In my opinion, development of personal and interpersonal skills is as important as developing job skills. For example, knowing what needs to be done is step one. Knowing how to work together and make it happen is step two.

The seminar is not about the difference between woman and man, because woman and man are equal in the ability to do a good job. It is about difference in personal development. This is the differentiator when it comes down to job opportunities and career growth. When you can express yourself better, when you can communicate better, and when you can be a motivator and initiator, then you will be able to take this extra step and enjoy growth.

Today is also an excellent opportunity to expand your network and meet interesting people. Ask them why they did join this seminar, what they want to take home and how they want to grow their talents.

I would like to thank the organisation committee and I wish you all a very good seminar and hope to see you later at the SPE Netherlands events.

Kind Regards,  
Wouter Botermans  
SPE Netherlands Chair



## GAIA MESSAGE

Dear participants and guests of Women in Energy,

“Driving the Change” is a great opportunity to get inspired and to give a new twist to your life, to make a choice in which direction you would like to move ahead, and to get to know the people to achieve your goals! Driving the change not necessarily only affects your personal life, but your change may become an inspiration to others as well. Become an ambassador of change!



GAIA, a Dutch network for women geoscientist, utilises this female energy to organise network events and to support their members in their career development. In dialogue with employers and universities GAIA promotes a gender-equal work environment. Since the start of the network in 1998 the GAIA members meet at network or geo-scientific events to exchange experiences and ideas.

GAIA Ambassadors Network (GAN) is the co-organiser of this symposium. GAN brings female geoscientists, institutions and company representatives together and facilitates discussions between these parties, with the objective to enhance the career development for geotechnical and other female scientists. This should lead to a more proportional participation of women in medior and senior positions. To achieve this goal GAN organises workshops for women to empower and support them in their career development. Till now over 300 women participated in these workshops which cover subjects like, ‘Female leadership’, ‘Building better business relationships & negotiation skills’, ‘Finding your balance in new ways of working’ and ‘How to shape your personal ambition’.

Through the GAN project and thanks to events like the one today, we can continue to pursue our ambition, to drive and change to a more open, balanced and gender-equal working environment.

I would like to thank the organizing committee, the speakers and panel members for organizing and contributing to this event. GAIA network wishes you all a motivating and inspiring seminar!

Geerteke Wansink  
Chairman GAIA

Please visit our web site for more information: <http://www.gaia-netwerk.nl>



## KIVI NIRIA AND WOMEN'S ENGINEERING MESSAGE

Dear guest,

We are proud to welcome you at the building of KIVI NIRIA, the Netherlands Royal Institute of Engineers, for the second women in energy seminar.

KIVI NIRIA has many active professional departments with a connection in the energy sector with over 225 female members. The last decade we have organized two of our annual conferences on energy issues. In the conferences "Smart energy mix" and "sustainable use of energy", the need for the transition from today's number one energy source oil towards a smart energy mix was stressed. As KIVI NIRIA is planning its sustainable growth strategy 3.0 to the future, it welcomes its own transition towards more diversity. KIVI NIRIA women's network NVI adds to this development. NVI was created to promote the participation of female engineers in the inspiring and challenging world of technology. Creating diversity and empowerment of female talent is a theme that needs to be addressed by both women and men. Therefore NVI works in close cooperation with their male colleagues with whom a mutual passion for engineering and technology is shared. More active

participation of women in KIVI NIRIA and in the engineering and energy sector is a common interest. Energy is vital to our society and economy. The future world energy system has to be sustainable in terms of environmental and climate impact and also in terms of supply, industrial viability and societal acceptance. The same applies to the energy of female engineers. An engineer is a person who adds to the value of products and society by using knowledge, skill and achievement. By co-organizing and hosting the women in energy seminar we want to contribute to the goal of empowerment of our female engineering talent.

We want to thank the organizing committee, the speakers and panel members for organizing this event. We wish you an inspiring and interesting day and hope to see you soon at other KIVI NIRIA – NVI activities.

Martin van Pernis,  
President KIVI NIRIA

Annemoon Timmerman,  
Chair KIVI NIRIA women's engineering network





## SCHLUMBERGER MESSAGE

Dear Energized Industry Women,

Today is one fine initiative that bundles the experience of people alike and ensures that the wheel is not re-invented. Potentially it will even result in mentorships and inspiration. Unfortunately the Energy industry, and more specifically the Oil and Gas sector is still dominated by a male career population. Despite many initiatives to stimulate a larger female population, many driven within Schlumberger, or in combination with industry and universities, the percentages of females are not comparable to other professions, let alone the world population.



Within Schlumberger there has been strong incentives to rectify this lag. We believe in the strength of diversity, whether this is cultural or in gender. A group of mixed individuals will always come up with more creative ideas and therefore be more innovative and stronger. This believe has driven many projects to stimulate an equal participation. Numbers and statistics, as well as motivation and retention are rising, however it is still not where it should be.

Today is a small example that could make a significant change, as we should all learn from those female individuals that have succeeded already in this male dominated industry. Schlumberger supports this day with active speaker participation as well as in spirit. The Netherlands, Denmark and the North Sea, still seen as an advanced region for equal work environment for female and male professionals shall pull the cart in closing the gap for any in-equality that exists in career opportunity. I sincerely hope that we are doing so, but if this is not the case then I look forward to many suggestions and creative recommendations how this can and should be approached in the future.

Have a great day,

Alexander van Noort (Schlumberger Denmark and the Netherlands)

## SWN MESSAGE

Dear Guests,

“If you want change, you have to make it. If we want progress we have to drive it” (Susan Rice, Stanford University Commencement, 2010).

The energy sector is changing. In order to meet the global energy demand, exploration and production of hydrocarbons is moving to a higher degree of complexity in terms of subsurface challenges (i.e. tighter reservoir, complex structural settings, stratigraphic traps) and remoteness of the location (arctic regions, deepwater, desert environments). The energy sector will need to widen the mix of energy sources. Robust partnership with a highly diverse group of stakeholders is essential.



The changing environment brings along opportunities. In the search for talent, companies seek to achieve a better gender balance, address enablers like flexible working and dual careers. Along with the search for hydrocarbons and alternative energy sources comes the need for innovation and creative ideas.

The Shell Women's Network Netherlands (SWN-NL), is proud to co-sponsor (together with the Dutch Network of Women Geoscientists (GAIA), Schlumberger and the Dutch Royal Institute of Engineers (KIVI NIRIA)) the second Women In Energy conference. Under the slogan “Driving the change”, this conference gives each of us the opportunity to touch on the deeper layers of career development and D&I. Once we are aware of micro-inequities, how do we deal with them and how do we steer the working environment to become more inclusive? Where are our personal strengths in leadership, presentation skills and how do we leverage our talents to meet the challenges our industry is facing? What can we achieve individually and where can we increase our impact through networks?

I would like to thank the organizers for their enthusiasm and commitment to deliver this seminar, and I wish you, participants and guests, a highly inspiring day!

Best Regards,  
Marietta Vroon  
SWN-NL president

## LOCATION INFORMATION

### **Building Royal Institute of Engineers KIVI NIRIA Prinsessegracht 23 in The Hague**

The property Prinsessegracht 23 is originally a patrician house. In 1705 the "ledigh erff" was sold to Knight Salomon de Medina - a Portuguese Israelite – for 700 Caroli guilders by the Steward-General of North Holland. Subsequent residents were Jacob Abrabanel and Gerrit Janse Meerman, Chamberlain and President of the Grand-Water Water Woerden, HW Baron of Aylva, member of the State Council and the Senate, FG Baron van Lynden van Hemmen, Principal Administrator of Domains, 1st MP, VLC Baron de Constant d'Rebecque Hermanches and M. W. Baron du Tour of Bellinchave, Minister of Justice.

Before 1919, KIVI was located in Diligentia at Lange Voorhout. In 1919 KIVI bought the property for NLG 200,000 of the Minister's widow. Adjoining buildings have lower second floor, because the roof cap was 1 m heightened to house KIVI's library.

The building is unique as it is the only building on the Prinsessegracht whose entrance which is not in the center of the building. Another special feature is the staircase: the higher you get, the narrower the stage to uphold the light. The staircase has a stucco ceiling in a dome shape, while other historic homes have a skylight above their stairwell.

On April 1, 1992 ir J.M.H. van Engelshoven became president. The building was dilapidated and he immediately took the initiative for its restoration. In May 1993, the restoration and renovation were awarded to the Royal Woudenberg Ameide at NLG 1.6 million excluding VAT. The main interventions were (re) splitting of the garden side Small Hall in two rooms, indoor fire escapes and the flight- balcony on the garden side.





## CELINE BLACHERE

Celine Blachere is WesternGeco Region Manager for Europe, Africa and Russia, a position she was awarded in July 2011.

Before assuming her current role, she served in a variety of management positions in the Schlumberger Wireline division. She most recently served as WesternGeco personnel manager.

Celine began her career with Schlumberger after graduating from university in 1995, first as a Wireline field engineer in Tunisia and Indonesia, and later as a recruiter in the US. She has a Masters degree in Mechanical Engineering from the Institut National des Sciences Appliquées de Lyon in France.



The strength lies in the difference. Organizations in the Netherlands will benefit from recognizing all talent, simply because it leads to a more successful and durable organization. Choosing for gender diversity means that different qualities are recognized, decision processes improve, employees reflect the diverse spectrum of their clients better and that organizations become more profitable. Gender diversity therefore is primarily an indisputable business opportunity.

*Sybilla M. Dekker, Chair of Taskforce and Foundation "Talent naar de Top".*



Sybilla M. Dekker (1942) is former Minister of Housing, Spatial Planning and Environment – May 2003 till October 2006 (Balkende II and III).

Dekker is chair of the Taskforce and Foundation "Talent naar de Top" (Talent to the Top). For many years, she has been committed to fostering leadership and empowerment of women and minorities in the labor market and in organizations. In 2012 this commitment was rewarded with the international TIAW World of Difference 100 Award (Washington).

Dekker has extensive experience at both organizational and political level, as she has been on various boards of directors within the industry (AKZO-Nobel, de Nederlandse Spoorwegen, Heineken Nederland B.V. and Rabobank Nederland). Currently she is a member of the supervisory boards of Bank Nederlandse Gemeente and Royal HaskoningDHV and she is chair of the Kadaster Supervisory Council. Furthermore, she is a member of the Financial Supervisory College (Board ) for the Dutch Antilles, she is member of the Board of Recommendation of the Dutch-Moroccan Leadership Institute and she is chair of the Strategic Advisory Board of TNO Built Environment.

As a board member, Sybilla Dekker is closely associated with various social and cultural organizations (a.o. the Residential Orchestra, Amsterdam Barok Ensemble and the Maritime Museum).

## ANGELA DURKIN

Angela Durkin is the Vice President of Manufacturing and Supplier Quality at Baker Hughes. She and her team are responsible for compliance, audits and product quality. Angela was born in Wolfenbüttel, Germany and achieved her Masters degree in electronics in 1995 from the University Carolo Wilhelmina in Braunschweig.



Angela joined Baker Hughes in 1996 as Field Service Engineer following which she took over the responsibility as Productline Coordinator for the Central Europe region. In 2001 she advanced to an Applications Engineering position focusing on rotary steerable technical support and systems introduction. In 2002 Angela was promoted to take over the management of Baker Hughes INTEQ's entire Eastern Hemisphere field test department. In 2004, Angela went on her first international assignment and relocated to Norway, where she acted as Emerging Technology Business Development Manager for Scandinavia. This role was broadened with giving her the responsibility for Emerging Technologies throughout the whole Europe, Africa, Russian and Caspian Region in 2005. Early 2006 Angela moved to Dubai where she held the position of the Regional Business Development Manager for the Middle East and Asia Pacific.

In 2007, Angela went back to Europe and became the Managing Director for Denmark Operations. In 2009, Angela relocated from Copenhagen to Milan, Italy to become the Technical Director for Continental Europe and following this role she was promoted into her first Vice President Position in 2010 for Operations and Technical Support based in Houston. In 2011 Angela took the Vice Presidential position for Reliability Assurance at Baker Hughes prior to moving into her current role as Vice President Manufacturing and Supplier Quality.



## BETTINA BACHMANN

Bettina grew up in Switzerland and has Masters degree in geophysics from the ETH in Zürich. She joined Shell in 1983 in The Hague as an explorer and soon moved to Tunisia, where her first assignment included geological fieldwork and designing a seismic survey. This was followed by a number of postings across the Middle East and Europe in various technical and leadership roles in exploration and production.



Moving jobs, house, schools and countries became more complicated as the family grew, but has made life interesting and provided many great memories. Following a short assignment to design leadership courses for exploration, Bettina moved to Upstream R&D in 2005 where she was responsible for strategy, planning and technology deployment. End 2009, Bettina was appointed Vice President for Subsurface and Wells Software in Production and Technology.

Bettina is married to Martin; they have a son and a daughter. They enjoy skiing and hiking together, and since their posting in Aberdeen, the occasional round of golf.

## GITTA ZAALBERG - METSELAAR

Gitta holds a Masters in Applied Geophysics, Delft University of Technology and was the first woman there to complete the full program and graduate as a Mining Engineer. For most of her career she worked in the service industry starting in Trondheim with SERES, a Norwegian start-up service company, now part of PGS. Back in The Netherlands she set up and managed the Dutch branch for SERES. As her husband moved across Europe (France, Germany, Italy) she worked as IT project manager.



Gitta joined Fugro in 2006 and held several positions in multi-client seismic services. Subsequently she managed the strategic cooperation between Fugro and Norwegian niche player EMGS, reporting to the CEO Geophysical Services. She then became the Global Manager for Fugro Land Geophysics. With the divestment of this group to CGG, she is about to take on a new assignment at Fugro.

She is former President of the Petroleum Geologische Kring and since 2007 'leading lady' of the Fugro Professional Women Network.

Gitta lives in Scheveningen, is married and mother of four sons in the age 16 to 22 - never a dull moment!

## WORKSHOPS

### **(A) Strength based Performance and Leadership workshop**

( by Rosana Juan, Shell Exploration Commercial)

Do you know what your talents are? Do you have the opportunity, at work, to do what you do best every day? It is proven that people have more potential for growth when they invest energy in developing their strength instead of correcting their deficiencies. Developing our natural talents (which are the way you naturally think, feel or behave) provides extraordinary room for growth and the opportunity to excel. Although it appears easy to describe one's own natural talents, most of us struggle when asked to do that. Whilst most do find it easy to describe strength in skill and knowledge.

This workshop will give you tools to discover your talents and tips to develop your strength, and also will allow you to help the people around you to build on their natural talents.

### **(B) Micro-Inequities**

(by Heleen Hoosemans, Kim Kok, Ashana Heera, DIAS)

Every day in the workplace we encounter micro inequities. These can sometimes be very small, but sometimes can also be very hurtful and disrespectful.

Micro-inequities are ways in which people are ignored, disrespected, undermined, or somehow treated in a different (negative) way because of their gender or race (or some other intrinsic characteristic). Whatever the source and however minor each separate event, over the years the cumulative effect of these little incidents, words, and gestures on an individual and on various segments of society (academia, business, even within families) is not so micro..

There is a complete spectrum between the mini-incidents and the big unambiguous ones that most people would agree are sexist or racist. Clearly we need to eradicate the big unambiguous examples of discrimination, but are some (most?) people willing to accept micro-inequities because the incidents are, in many cases, so ambiguous? Where do you draw the line between deciding that someone is oversensitive vs. the target of habitual disrespect?

In this workshop we will focus on identifying micro inequities, the impact that micro inequities can have and tools on how to deal with and avoid micro inequities.



### **(C) Dress for Success**

(by Carina Personal Styling)

Performing well is not enough these days. By making yourself visible, you create more impact, get more recognition and are more successful. Your appearance is the most powerful form of communication. The way you dress and how you present yourself speaks volumes about your credibility. We can help make your image work for you. During the Styling and Image Workshop you become aware of the messages you communicate with your clothes and learn how to reinforce your verbal message with your personal presentation. You discover the psychological meaning of colors and how to use it to your advantage. You get styling tips about the appropriate style of dress for different professional occasions, personal presentation and clothing etiquette

Carina van der Kloet is personal stylist and founder of Carina Personal Styling. She is an expert in the field of style, image and identity. Dutch by nationality and daughter of a UN-diplomat, Carina grew up in various French-speaking countries in Africa and in the United States. She graduated from the Fashion Institute of Technology (F.I.T.) in New York City and later specialized in color, style, image and identity.



### **(D) Pitching: how to create a persuasive message**

(by Sales Cubes)

If your company is going to choose whom to send to an event where an inspiring speaker is required and the choice is between your inspiring and energetic colleague and you, whom would they choose? If the answer makes you uncomfortable (even if they pick you), you might want to consider improving your skills to create a convincing pitch.

Mr. Régis Lemmens, owner and founder of Sales Cubes and professor at TiasNimbas Business School, Cranfield University (UK), Robert Gordon University and Vlerick Leuven Gent Management School will provide a workshop on how to create a convincing pitch and the way to advocate any product, concept or idea, including “you”.

Sales Cubes was founded in 2003 and aimed to bridge the gap between practice and academic research on the topic of sales and sales management. Sales Cubes trains sales and marketing staff and provides sales managers, who are not satisfied with the lack of objectivity involved in the assessment of their sales force performance, with survey and performance measurement tools that enables them to benchmark their sales performance, identify why certain people are high or low performers, improve the retention rate of good sales people, optimize sales people’s selling time and track the impact of sales force related investments.

### (E) Empowering Women's Leadership

(by Ton Voogt Consultancy)

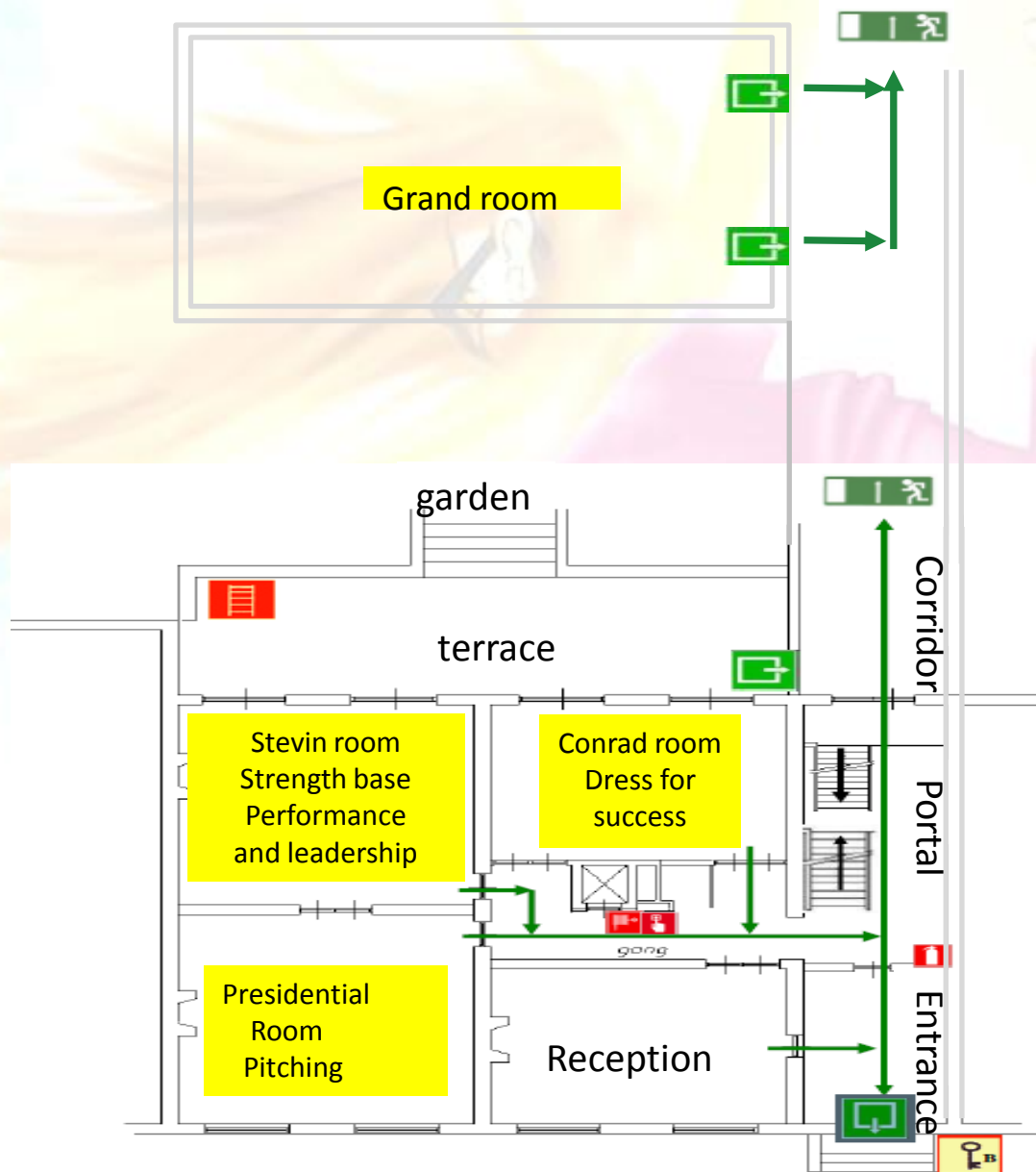
*To inspire others one must be inspired from the inside.*

You feel being inspired when you are in connection with what you value. *Self* is constantly constructed by yourself and in interaction with others. Being a best version of yourself is inspiring others. In this workshop you are guided in a highly structured way to build your own *Self* as it is now and enrich yourself with values that give you the energy to face new responsibilities, new challenges and lead people to new futures.

**Ton Voogt:** Psychologist with 30 years experience in training managers, executing organisation development projects, managing a training institute. Now focus on professional developments in the areas of leadership, cooperation in organizations with colleague professionals in China, the Netherlands and Singapore.



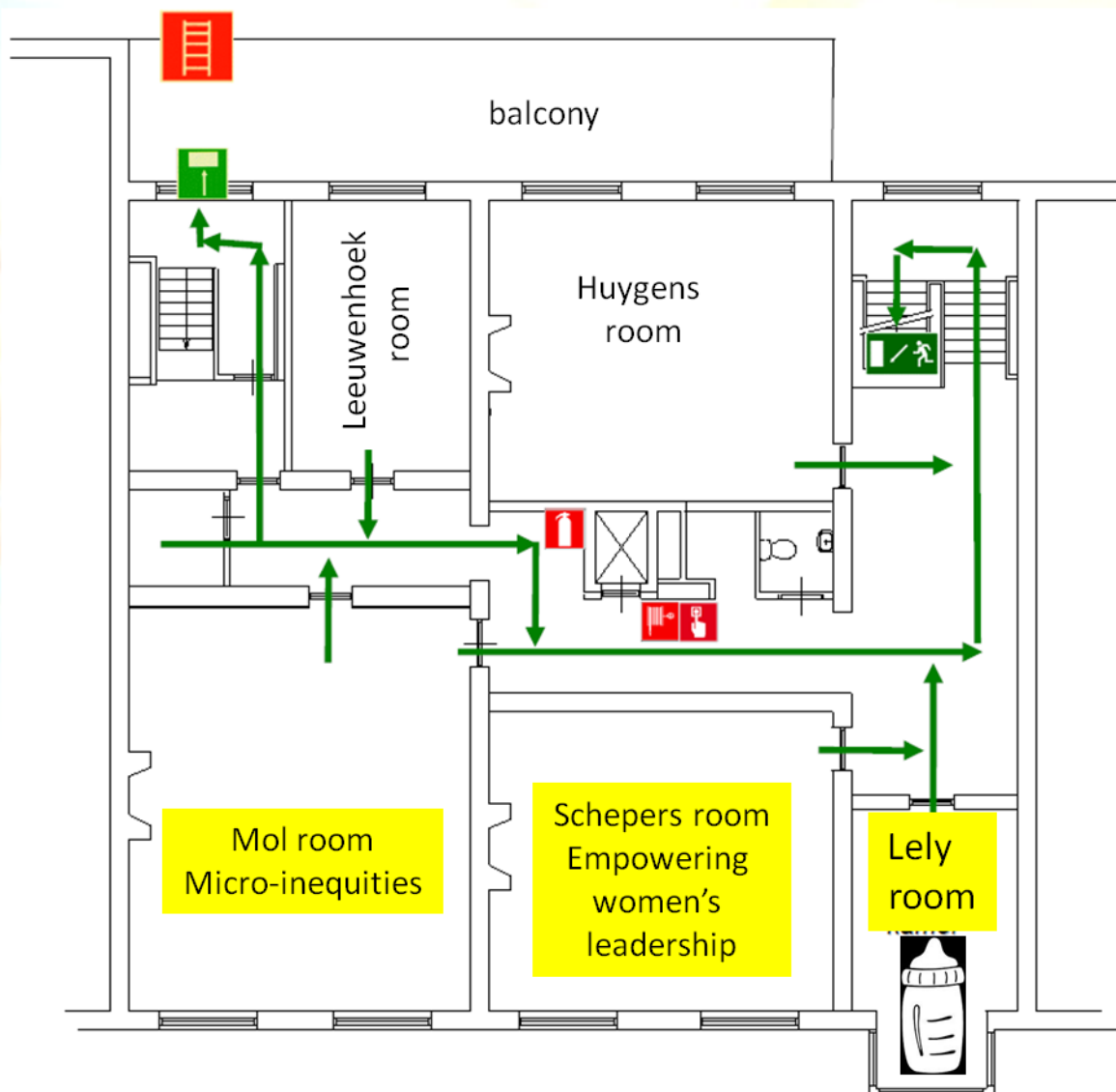
## FLOORPLAN GROUND FLOOR



-  Direction to emergency exit
-  Fire hose
-  Extinguisher
-  Fire alarm
-  Exit
-  Key cabinet

**In case of emergency:**  
**Call 888**  
(emergency services)

## FLOORPLAN 1<sup>st</sup> FLOOR



-  Direction to emergency exit
-  Fire hose
-  Extinguisher
-  Fire alarm
-  Exit
-  Key cabinet

**In case of emergency:**  
**Call 888**  
(emergency services)