Objectives

- Give tips for writing good abstracts
- Give tips for writing good papers
- Give tips for making good presentations
- Explain peer-review process
Scientific Knowledge
Mathematics
Ingenuity

Presentation
Documentation

COMMUNICATION
Who is Tayfun Babadagli?

- Author: Wrote SPE-93884-MS “Mature Field Development – A Review”
- Presenter: SPE Europec/EAGE Annual Conference, 13-16 June 2005, Madrid, Spain

His paper has been downloaded almost 6,000 times!
(one of the top 5 of all time)
Characteristics of a Great Paper

- Short, clear title
- Follows a standard outline
- Clear writing style
- Case History
- Good references
- State significant new information
Once Unknown?

- Darcy, Mitchell, and Holditch

“I am 100% certain that all of the awards and rewards that I have achieved in my career were a result of writing papers and presenting them at SPE meetings. It was the best advertisement possible for my consulting business”

-Steve Holditch, 2002 SPE President

Author of more than 70 papers
Who Are You?

- Intelligent
- Knowledgeable
- Experienced
- Willing to share
- Company approval
- Something to say
Why Write SPE Technical Papers?

- Longevity: Your paper extends beyond the conference
- Legacy: Preserves your work
- Exposure: Builds your peer network
- Prestige: Enhances your resume
The SPE Difference

- Rigor: SPE meetings vs. commercially organized meetings
- Prestige: SPE journals vs. commercial publications
- Exposure: SPE’s globally accessible, online library – OnePetro

Professional obligation

- Help others learn from your experience
- Fulfill the SPE mission: to share and disseminate knowledge
Who benefits?

- Prestigious journals
- Rigorous meetings
- Professional excellence

SPE

Your Company
- Showcase innovation
- Enhance reputation
- Attract customers

You
- Enhance resume
-Technical legacy

Energy Industry
- Gain exposure
- Increase leadership

- Enhance reputation
- Increase knowledge
- Meet global needs
OnePetro Statistics

- Multi-society digital library (18 different publishers)
- >160,000 full length technical papers
- 85,000+ SPE papers
- >4 million SPE papers downloaded in 2013
- ~3,500 SPE papers added annually
Exclusivity of SPE Journal Papers (2013)

- 266 papers published
- 1,334 papers submitted for peer review
- 15,652 abstracts submitted
- <2% of abstracts become peer-approved papers
SPE Paper Path

- Event Technical Scope Defined by Program Committee
- Call for Papers by Program Committee
- Abstract Submission by Author
- Abstracts Rated & Program Selected by Program Committee
- Paper Writing Instructions by Author
- Submit Paper for Proceedings by Author
- Present Paper at Conference by Author

OnePetro
WRITING THE PAPER PROPOSAL (ABSTRACT)
The Paper Abstract

- Clear, concise summary of paper topic
- Short – generally 350 words
- “What’s your bright idea?”
- Explain your paper uniqueness
- “It better be good”
- Your proposal has only one chance with the program committee
Start With a Good Plan

- Relates to meeting scope
- Presents useful information
  - New interpretation of old topic/technology
  - New information or technology
- Explains methodology
- Technically sound
- Supports conclusions

Case histories more likely accepted
Before You Start

- Ensure company approval
  - To write the paper
  - To travel to present the paper (if you are not there to present, your paper may be pulled from OnePetro)
- Survey existing literature
  - Related papers from OnePetro
  - Good references for your paper
- Meet your deadlines!!!
  - Be sure you’ll have time to write paper if accepted
  - No paper = No podium
A Good Abstract Has...

- Good title = short, direct, informative
- ≤350 words
- Clear paper summary
- State significant new information
- Conclusions
Improve Your Chances to Succeed: **DO’s**

- Organize your thoughts
- Use simple sentences
- Use common terminology
- Proofread your proposal!!!
- Technically sound story
- Clearly demonstrate literature contribution
Improve Your Chances to Succeed: **DON'Ts**

- Do not exceed word-count limitation
- No spelling or grammar errors
- Do not use run-on sentences
- No references allowed
- No figures/tables (except IPTC)
- No commercial sales pitch
What is the committee looking for?

“Be concise yet descriptive, without trademarks or company names. For the program committee, being too commercial is the kiss of death – a paper will be kicked out quickly. Avoid judgment words like ‘new’ and ‘innovative’.”

Mario Zamora
M-I SWACO
Member of ATCE
Offshore Europe program committees
Submitting Your Abstract

- SPE abstract submission process
  - Follow the instructions
  - Include names & emails of all co-authors
  - Indicate for e-poster consideration

- Submit online: follow link from event page or email

- For more instructions visit: www.spe.org/authors
WRITING THE PAPER
Getting Started

- Organize thoughts
- Review the SPE author kit
  - Resources and deadlines
  - Manuscript template provided
- Research existing literature
  - OnePetro is an excellent resource
  - Good references for your paper
# Author Kit

## Deadline Dates/Forms

All forms need to be completed in full and submitted by the due date listed below.

<table>
<thead>
<tr>
<th>Form</th>
<th>Due Date</th>
<th>Submit to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer of Copyright Form/Policy</td>
<td>30 September 2014</td>
<td>Please refer to your speaker notification email.</td>
</tr>
<tr>
<td>(One form needs to be submitted from each author on the manuscript.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper Information Form</td>
<td>30 September 2014</td>
<td>Please refer to your speaker notification email.</td>
</tr>
<tr>
<td>(Provides SPE with complete and current information for each author.)</td>
<td></td>
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</tr>
<tr>
<td>Manuscript</td>
<td>30 September 2014</td>
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</tr>
<tr>
<td>PowerPoint Presentation</td>
<td>14 November 2014</td>
<td>Please refer to your PowerPoint submission email.</td>
</tr>
<tr>
<td>ePoster Presentation</td>
<td>14 November 2014</td>
<td>Please refer to your PowerPoint submission email.</td>
</tr>
</tbody>
</table>

## Templates

- Manuscript Templates
  (Zip file of A4- and Letter-size templates)
- Technical Session PowerPoint Presentation Template
- ePoster PowerPoint Presentation Template

## Manuscript Information

- Manuscript Template Instructions
- Preparing Your Manuscript
Literature Survey

- **Attraction**
  - Read abstract & conclusions
  - Skim headings & graphics

- **Content**
  - Sufficient explanation of methods
  - Applicable to your situation

- **Balance**
  - Technical content
  - Writing quality
Planning Your Paper

- What is your lesson learned?
- What do you want others to understand from your work?
- How does your work differ?
- What was useful from literature survey?
- Who is your audience?
Remember Your Audience

- Identify your audience
  - Write for them!

- Basic audience needs
  - Problem: Why you conducted the project
  - Solution: What you contributed to the industry knowledge
  - Value: Why the audience should listen
Basic Manuscript Outline

- Abstract
- Introduction
- Theory and definitions
- Equipment and/or processes
- Data and results
- Conclusions
- Acknowledgement
- References
Adapting to Basic Outline

- Laboratory study – explain experimental methods, execution, and evaluation

- Field application – field data before & after application

- Simulation study – explain variables assumptions, and key factors
Parts of a Quality Paper

There are many items that make up a quality paper.

- Title
- Authors
- Abstract
- Introduction
- Materials and Methods
- Figures and Tables
- Appendix
- References
- Nomenclature
- Acknowledgements
- Results
- Discussion
- Conclusions
Title Characteristics

- Focuses reader's attention on paper content
- Necessary for archive searches

Common issues with titles
- Too short or too long
- Misleading: does not describe content
- Uses unfamiliar jargon and abbreviations
Title Examples

- Bad
  - “New Methods and Specialized Techniques Used by Super Oil Co. To Process and Analyze Pressure Data Gathered During the Well-Testing Program at the Heber Geothermal Field”
  - “A Look Ahead: Back to Basics”

- Good
  - “The Well-Testing Program at the Heber Geothermal Field”
Abstract

- State objectives and scope of the paper
- Describe the method used
- Summarize the results
- State the principal conclusions

Abstract from the full paper will show as abstract on OnePetro
Introduction

- Clearly present the nature and scope of the problem investigated
- Briefly review pertinent literature
- State the method of investigation and justification
Materials, Experiments or Methods

- Theoretical Papers
  - Hypothesis
  - Assumptions
  - Theoretical developments
  - Arguments to demonstrate applicability

- Experimental/Case Study Papers
  - Purpose of experiments/case study
  - Describe apparatus/equipment and procedures
  - Present data and observations
  - Inferences
Results

- Representative data
- Avoid redundancies
- Avoid too many tables and figures
Discussion

Show relationships among observed facts

Components of the discussion are:

- State any exceptions and lack of correlation
- How the results and interpretations agree or contrast with previously published results
- Theoretical implications and possible practical applications
Conclusions

- Summarize how information provided supports claims made in the introduction.
- Numbered conclusions supported by evidence in the paper.
- State the implications of new information.
- Be consistent with the abstract.
References

- Should be relevant and referenced in the paper
- Directs readers to further information on the subject
- Permits author(s) to compare and contrast present work with other work
- SPE Policy: List only references available to readers. Personal communications, unpublished company reports, etc., need to be cited as footnotes.
Tables and Figures

- Do not tabulate:
  - Supplementary data
  - Lab numbers
  - Results of simple calculations
  - Columns showing no significant variation

- Data that should not be tabulated should not be turned into figures

- Graph data that shows trends

- Be sure figures are easy to read and understand
Where to Start Writing

- **Not at the beginning!**

- Start with your conclusions
  - Focus on what you learned
  - Easier to work back from the known

- Use simple sentences

- Use common terminology

- Avoid commercialism
Write the Paper Backwards

- Remember your purpose, get to the point
- Present conclusions first
- Describe how to get the results
- Describe the process/methodology
- Present the theory that explains the process
Evaluate What You’ve Written

- Is it thorough?

- Have a colleague who did not work on the project read it

- Have a colleague who worked on the project read it

- Fill in any remaining sections except for the Abstract
Acknowledgements

- Not always needed
- Acknowledge company or partners
- Acknowledge a research grant or government funding
Finally: New Abstract

- Re-write, do not use your original abstract
- Write new abstract that reflects the paper you have just written
- Make it good!
- This is the basis on which people will decide whether your paper is worth reading
Edit Several Times

- Once your technical story is written:
  - Edit the document for clarity
    - No run-on sentences or mis-spellings
  - Leave out extraneous information – stick to the story
  - Have others read your paper for clarity
If English is Not Your First Language

- Have a native or experienced English speaker read your paper and make suggestions

- Look into fee-based services that can help
  - American Journal Experts
  - Cambridge Language Consultants
  - Manuscript Edit
  - Science Docs
  - Science Manager
  - SciTechEdit International

- Balance writing clearly with the technical content of your paper
Do Not Plagiarize

Plagiarism is defined as using someone else’s words and ideas and presenting them as your own

- Few short quotes with citations, do not use long passages
- Cite your sources!
- Cite any previous personal work, do not copy and paste your words from an older paper
Writing Tips From the Experts

- Support your arguments with references
- Always think of your audience
- Read your paper aloud to yourself and listen for clarity (awkward phrases, run on sentences)
Manuscript Submission

- Create manuscripts in the SPE MS Word template provided for the meeting
- Follow the Author Kit instructions
- Figures and tables can be included in the manuscript or created separately
- Make all revisions before uploading (revisions will cost $$)
Intellectual Property

- Get company clearance for information you will present **BEFORE** you submit the paper

- Ensure that you have cited the work of others correctly

- **Do not** submit abstracts for the same work to more than one meeting at a time
Transfer of Copyright

- Sign and submit the SPE transfer of copyright form

- Copyright covers the words on the page, included figures, graphics, etc. only
  - It does not cover the ideas or intellectual property you are writing about

- Author/company retained rights are listed on back of the transfer of copyright form

*Note: Without a transfer of copyright to SPE, your paper cannot be presented at the meeting*
PRESENTING YOUR PAPER
Prepare

- Preparation is critical
- Think about your paper as a story
- Don’t read your slides
- Rehearse: Present to your peers
- Practice answering questions – anticipate what questions you might get
Create Slides That Tell Your Story

- Use the template provided
- Make them easy to read – good contrast
  - Dark background with white
  - White background with black or navy text
- Headline for each slide, then support with discussion
- Limit text to keep it simple
- Make illustrations readable
- No commercialism
Follow the Rule of 666

- No more than 6 bullet points per slide
- No more than 6-8 words per bullet point
- Every 6th slide (or so) should have a graphic
PREPARING A POSTER/EPOSTER
Posters

- Authors of posters prepare/submit papers
- No oral presentation
- Prepare few large poster boards
- Focus on most important points
ePosters

- Authors of ePosters still write a paper and may make a presentation

- If session presenting author does not show up, an ePoster author may be asked to fill in

- ePoster will be visible throughout the conference

- There is an assigned time to discuss/Q&A your poster
ePoster Presentations

- Follow the same guidelines as the session presentation
- Times are shorter than session presentations
Publishing in SPE Journals

- 7 journals to choose from
- SPE Drilling & Completion
- SPE Production & Operations
- SPE Reservoir Evaluation & Engineering
- SPE Economics & Management
- SPE Journal (research)
- Journal of Canadian Petroleum Technology
- Oil and Gas Facilities
What Makes a Paper a Candidate for Peer Review?

- **Criteria**
  - Relevance
  - Innovation
  - Technical detail
  - Presentation and documentation
  - Lacks commercialism
  - Willingness to revise paper
Submitting to a Peer-Reviewed Journal

- Can submit with at same time as meeting presentation
- Independent submission for peer review

Online submission links and information at [http://www.spe.org/authors/peer-review/](http://www.spe.org/authors/peer-review/)
How Does Peer Review Work?

- Two or more people review your paper anonymously
- They suggest improvements
- You revise the paper based on their suggestions
- Re-submit it
“I look first for originality – if the data, analysis, and ideas in the manuscript are new and novel. Second, I look for a logical organization and self-consistency of the methodology and data. Third, I look for a good story that the reader can follow.”

Anthony Kovscek, Stanford University  
*Former Executive Editor, SPE Journal*

“I look for clarity, logical progression, and a good storyline”

Byron Haynes, Shell  
*Associate Editor, SPE Reservoir Evaluation and Engineering*
Summary

- Writing technical papers benefits you, your company, and the industry
- SPE meetings and journals are the preferred place for publication
- Write your Abstract to attract interest
- Keep your focus non-commercial
- Make sure it is technically sound/adds to the body of knowledge
Summary

- Write your conclusions first
- Prepare to present your paper
- Consider whether your paper should be peer-reviewed
- Enjoy the writing process!
Resources

- SPE Style Guide
- SPE Symbols and Metrics Standards
- Materials and Links in Author Kit

Recommended Writing Aids