

060217 Offshore Strategikonferansen 2017

**Poem or DICT: DIGITALIZATION. INNOVATION. COLLABORATION. TECHNOLOGY.**

It all started with a beautiful movie  
You were loaded with coffee, expectations and backed by a bass line that was simply groovy  
The charming pop duo Erik & Martinus delivered HSE  
Please run or, eh... walk out in case of emergency

Staff members they wear a yellow vest  
But ask not too many a question – do not give their patience a test  
Heart starter they said was also in the casa  
In case of coffee overdose – these guys know it all - no tabula rasa

I think they deserve Spellemann award of honour - that would be truly nice  
Please come to stage Erik & Martinus to accept your prize  
They have probably pulled off a "Tellefsen" and gone to get some sleep  
No prize for them, but without knowing they will not weep

Back to the conference, Finn Langeland suddenly entered the stage  
Target oriented and direct - from Bergen - do not confuse his attitude with rage  
This Albert Einstein lookalike welcomed you all  
Twentythird version of Offshorestrategyconferencia – you guys are still standing tall

Jan Skogseth the one and only  
Chairman of the board at Norwegian gas and industry  
High speed and very interesting notes  
Much to say and sometimes he even looked up to emphasize his quotes

Finn with a trimmed moustache for this occassion introduced the next speaker  
A tennis player who also loved high tempo – he would be no weaker  
Knut Sunde presented an interesting report from Norsk industri  
37 years since last report but this gringo delivered his study

The industry has changed  
Brexit, Trump, Russia and China – in fact the whole world is re-arranged  
Success is based on continuous culture of restructuring  
State finances and salaries - Noruega must always be adjusting

Game – set – match in delivery - according to gameplan  
Next contestant was Hans-Christian Gabrielsen our detail loving man  
Speaking of details, your title is "second runner up leader" at LO  
Come on gringo you deserve better so my advice is move gringo - just go

Clear talk about the new oil  
Art will cover the oil&gas expenses was bullshit he said - it would nowhere near cover the **O.G.** toil  
His advice was focus on: Simplicity – flexibility – predictability - industrialization  
This will attract competence through recruitment from many a nation

Karl Erik Schjøtt Pedersen from Vadsø told us he was a singer too  
Diverse background and inspiring CV, with reflections that might make us feel blue  
Roadmap with different directions is relevant for you and for me  
Thank God the industry has embraced the Paris treaty

He sang a song about longing to go away - back in the days  
But he spoke of companies that prove they manage to embrace change to avoid daze  
Structural grips that will pull us through the new futura  
Choices that will be pointed out by partias mucho politica

Remember you are biggest industry and define innovation  
Support and drive other segments and deliver future succes and integration  
World champions at and under sea also in coming years - this is your duty  
Oil and gas even finance renewable – history is the spine of the future – be proud, really!

Active oil related industry you guys are the changemakers  
Creating it all - you are the true value creators  
Sharp pen from DN was next man to deliver  
Kjetil Alstadheim announced as sharpest journalist but he started with a shiver

Going on before the politician was abnormal for this bright man  
Of course he adapted and presented his view and gameplan  
Oil service offshore or in our car  
Reality is diverse and perceptions can be bizarre

Knowledge of your deliveries among Ola Dunk is not what it should be  
Welfare Dunk forgets where their riches come from - now that I describe as ignorant stupidity  
Your oil based spine is used as a straw into oil fund now that is worth a gracias  
Show gratitude and respect gringos you "rentenistas"

Terje Søviknes arrived after obstructions in traffic, finally he was here  
Richard J Daley and Kim Jong Un were mentioned in Einstein's intro so I must admit I had fear  
But Søviknes was nice and said continue to be proud about your expertise  
Tough times influence destinies and families that need improvement soon, please

Demanding times but you have managed to reduce cost and improve  
This will make you stronger in times to come – the future this will prove  
Competitive companies are ready for what is to come  
Competence and knowledge is world class and guys you are ready for some

The government committed to deliver stability, predictabilty, search areas and R&D  
This Søviknes promised would secure your future glory  
TFO2017 was next topic and again made me scared (**Schwarzenegger**)  
But no fear T1000 liquid metal robot from Terminator series was not impaired

Recruitment and skilled workers need to be lifted and built in a positive sense  
Positive times will come and staffing up will hopefully once again be intense  
The debate started with Sunde who presented rock solid tactics – no gravel  
Powerful crowd pleasing argument before outsourcing content to the panel

The panel and audience both delivered on entertainment, topics and temperature  
Afterwards to the lunch area you went for food and nurture  
Recharged with energy from lunch at kitchen & table  
Stands visit and socializing with colleagues you returned both willing and able

Grethe Moen from Petoro gave us an inspiring innovation for competitiveness speech  
This with HSE is a demand for all that want a long reach  
4 attraction aspects are according to her essential  
Production volume, efficient management, competitive investment possibilities & search potential

When I look at this chica I think about a well  
Because her knowledge is vast and deep and she with precision her story did tell  
A story of collaboration, digitalization and seeing new possibilities  
Better decisions through use of big data, A.I. and cognitive technologies

Walter Qvam from Steinkjer was the next to deliver his message  
Car loving Norwegian shelf gringo with early phase research visage  
Eco-system of improvement based and change ready people with result-oriented mask  
High targets and provocative attitude towards being competitive is this project's task

The Finnair digital native board member argument was an interesting eye opener  
How many of you are ready to live and breathe innovation to take off into the air?  
Theatrical sport was the backdrop for the panel discussion  
Academic impro led by Digre about Juan Sverdrup without reason for concussion

The dimensions of Sverdrup are hard to understand  
Simply an endeavour which is incredible and seemed impossible to land  
But 24 million working hours and 3 million NOK per hour so far show you are on the right path  
Backed by A-team on stage you will create future production wraith

The project management at Juan Sverdrup is a proof of points made during conference  
Action backed by competence it seems you guys are ready for future events  
Another break with seigmenn i bowls and discussions with your colleagues aka seige menn  
On stage after pause we met another friend or as you say "venn"

Per Harald Kongelf from Aker BP  
New fusion kid on the shelf but not a guppy  
Pressure on the shelf in prices and general disruption  
Aker BP spend time only on things they can influence themselves without friction

Together to solve and make bold ambitions come true  
Improvements in methodology based on low oil prices make the future everything but blue  
Competitiveness in lasting change with useful input from a true biggie  
Knut Bøe delivered insight from biggest player in Noruega Technip FMC

From Centrica it was about cost control by Dag Omre  
Top Dog at company and he was not a bad hombre  
Prepared and lots of education from collaboration at Centrica  
They are locked and loaded and ready for both Oda and Maria

After clip with business perspectives we moved on to the final speaker  
Speedtalker Jarand Rystad started out with his crocodile mouth graph and the following heatseeker  
Prices fell  
We all felt less than well

But oil market potential looks good  
As suppliers you must see the potential in reduction and margins to get in the mood  
The day was closed with one final discussion  
An inspiring day came to a dynamic finish you guys have completed the mission

So have I  
An entire day in 32 verses poetic rhyming Latino style - my oh my!  
I now go back to kitchen to work on main course and dessert which you will enjoy "alle mann"  
How do I know – because it is done by mi collegas from Fjordland

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