

London Oil & Energy Forum

Tyron Wytrykowski

Event Signage and iPad app exploration & design



S&P Global
Platts

Agenda

- 1** Exploration
- 2** Print signage
- 3** Digital Signage
- 4** Duuzra iPad app

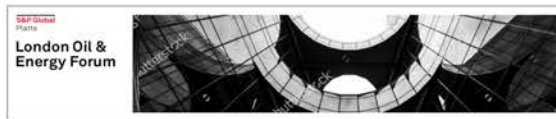
Exploration

Exploration

Concepts were explored on how to present LOEF, as the event sets precedence for future upcoming events.



– Previous year's signage



Exploration

The concept of using non specific

S&P Global
Platts

**London Oil &
Energy Forum**



Print Signage

Registration Area

Registration Pods – 2 options in either black or white



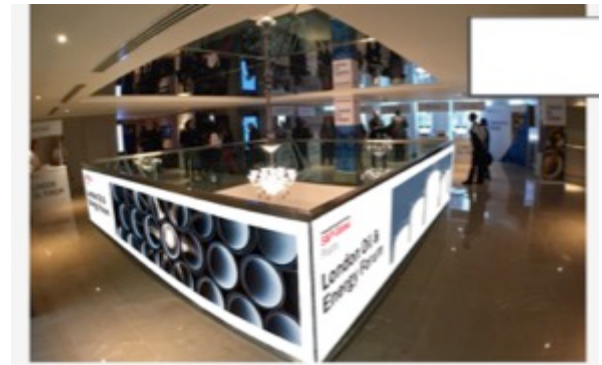
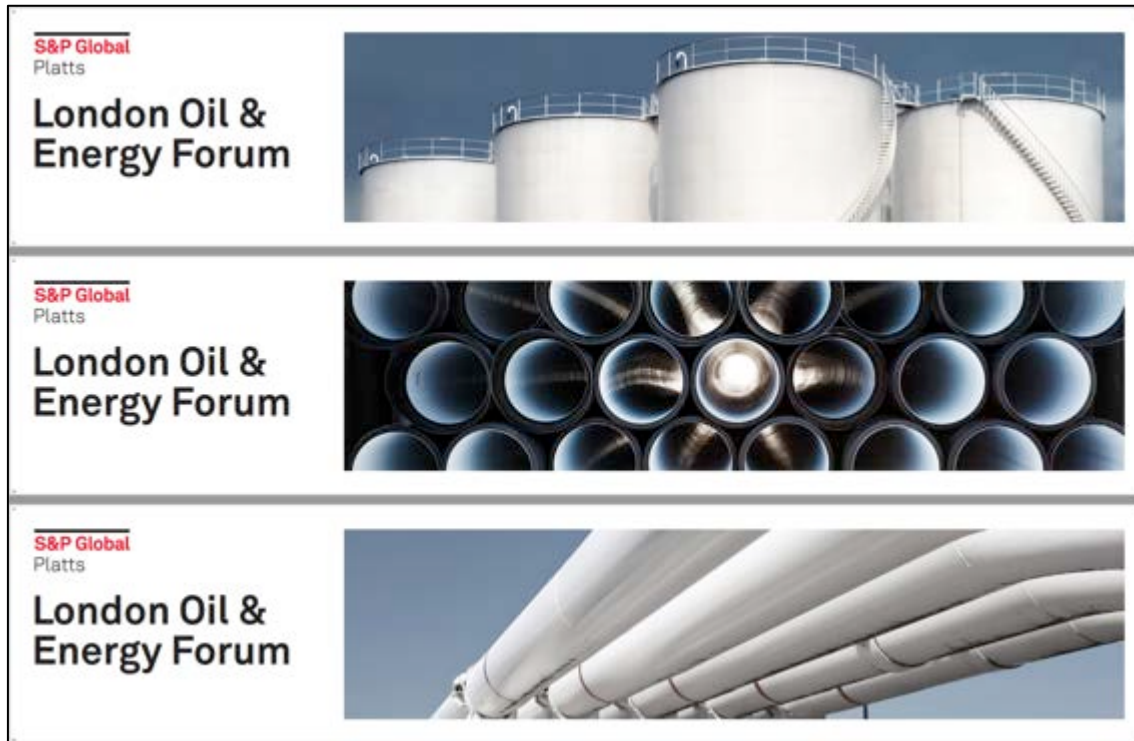
Option 1



Option 2

Registration Area

Glass Balustrades



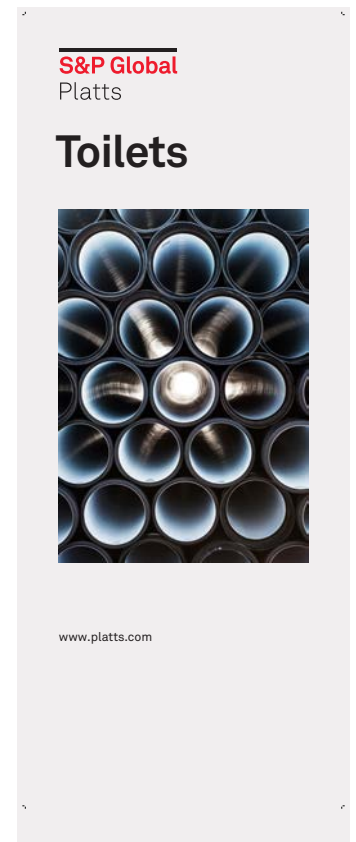
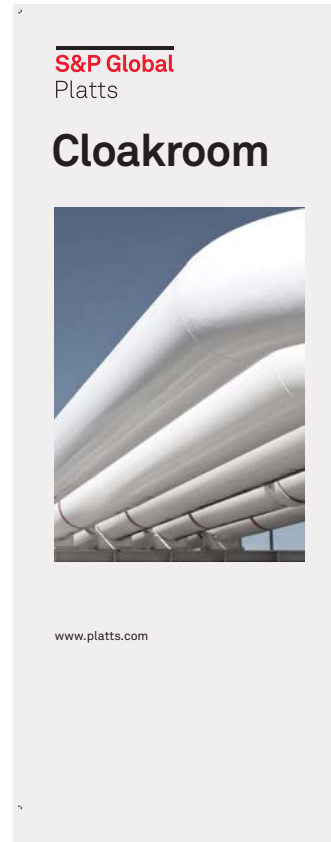
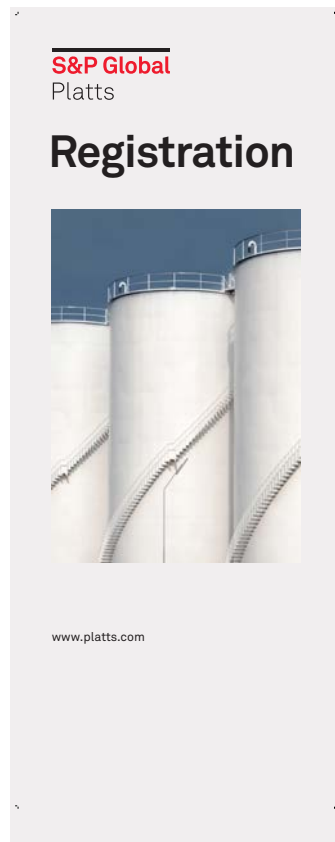
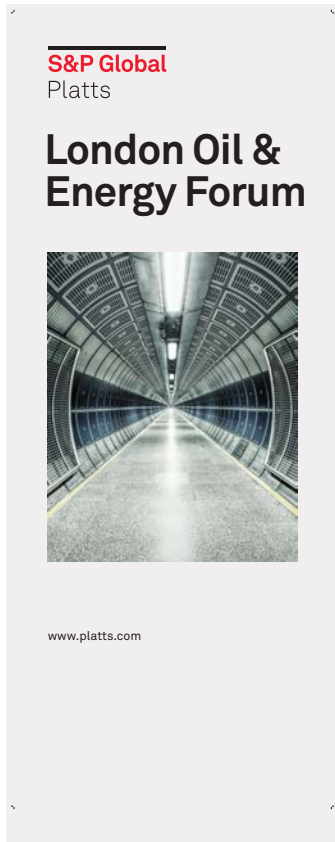
2 x Prints
One Front facing as you walk
in the other on the back

1 x Print
Either side

1 x Print
Either Side

Registration Area

Pull up Banners



Danziger Room

Rough Mockup



Danziger Room

Danziger Entrance

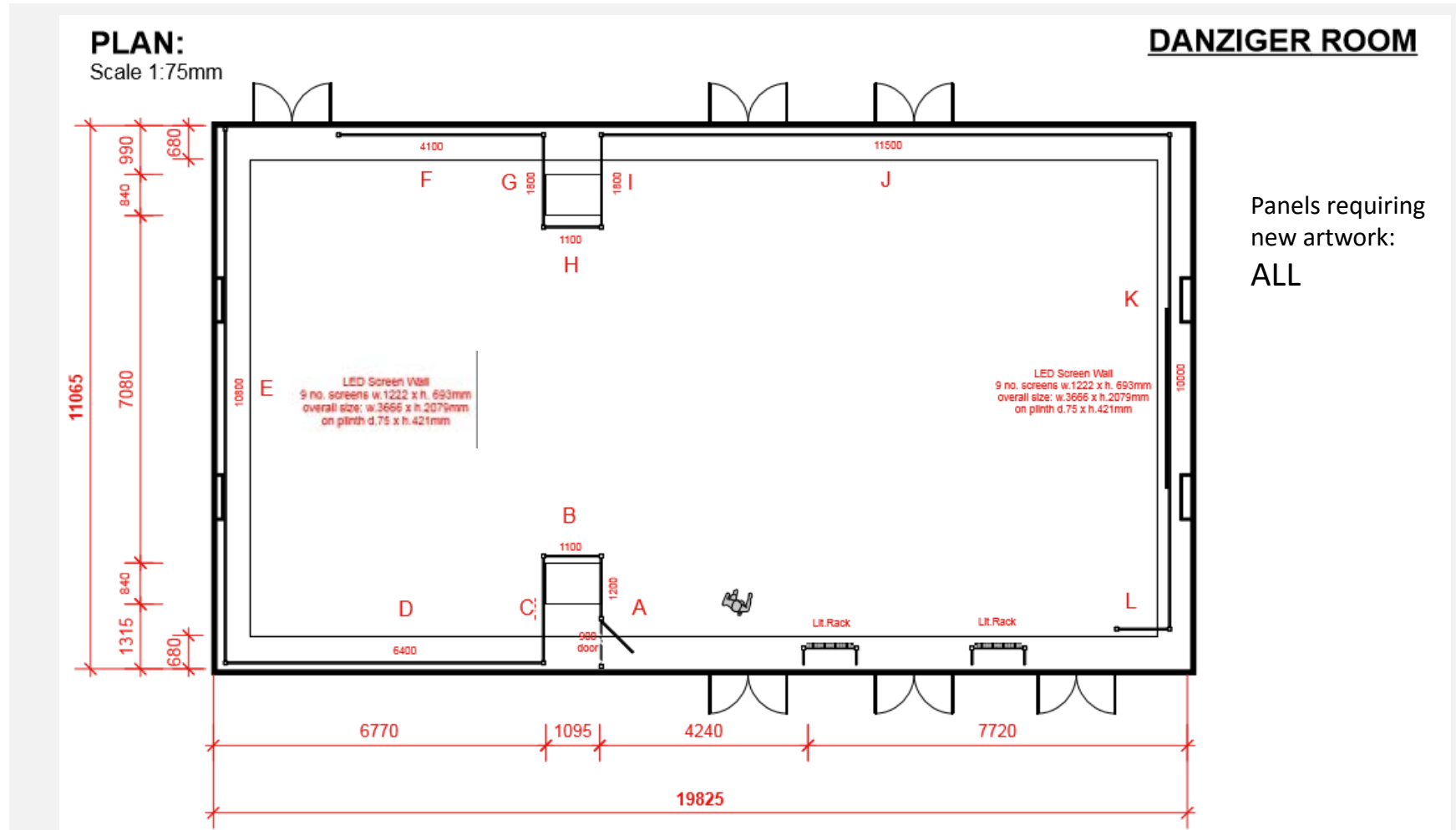
S&P Global
Platts

London Oil & Energy Forum



Danziger Room

Layout



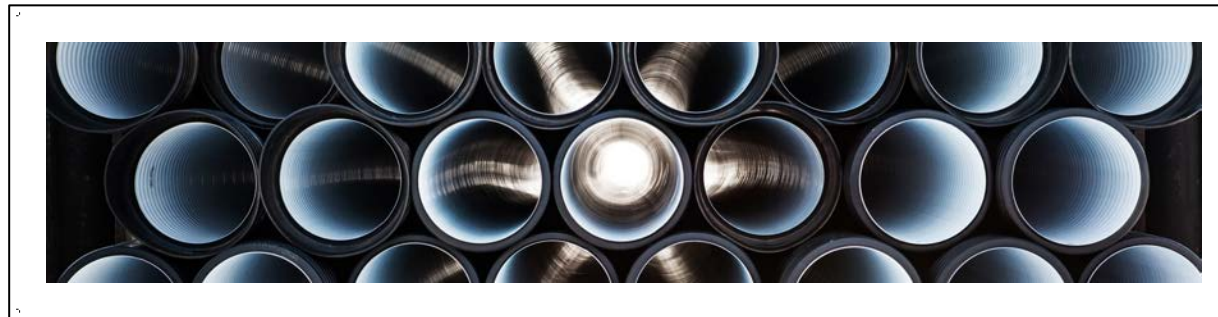
Panels requiring
new artwork:
ALL

Danziger Room

Panels



Panel J



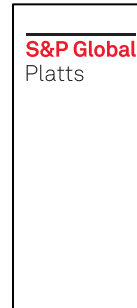
Panel K



Panel E

Danziger Room

Panels



Panel B+H



Panel F+G



Panel D

Theatre Room

Stage Skirt

Option 1



Option 2



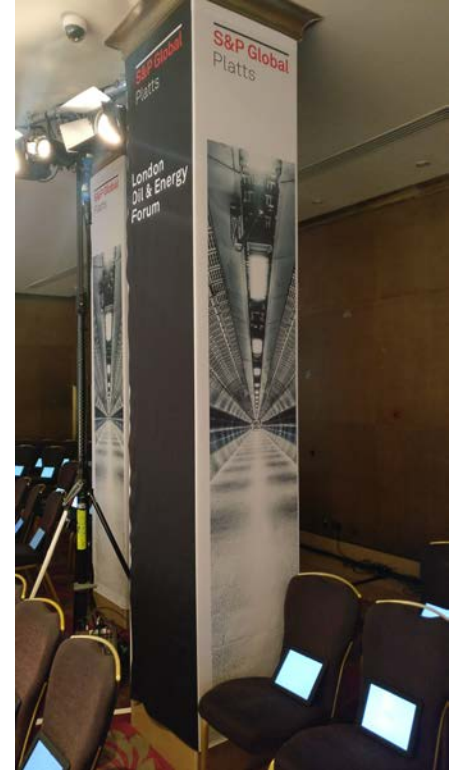
Misc Signage

Poser table tops



S&P Global
Platts

Event Photos



Digital Signage

Digital Signage

S&P Global
Platts

Agenda

8:00 a.m. Registration & Networking
9:30 a.m. Welcome Address
9:40 a.m. Global Oil Review & Outlook
10:00 a.m. The Road to 2020 – Building the path to the new oil world
10:20 a.m. Networking Break
11:00 a.m. Breakout Sessions Commence:


Session 1:
Crude Outlook – What next for crude prices after OPEC's 2016 cut?
Crystal

Session 2:
Middle Distillates – Europe's role as the global import hub
Theatre

Session 3:
Gasoline, Naphtha, and LPG – Expanding markets for light end products
Private Suite 8

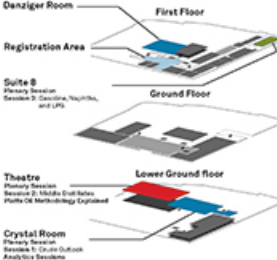
S&P Global
Platts

Welcome to London Oil & Energy Forum



S&P Global
Platts

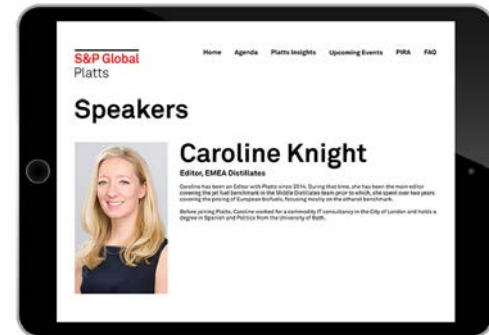
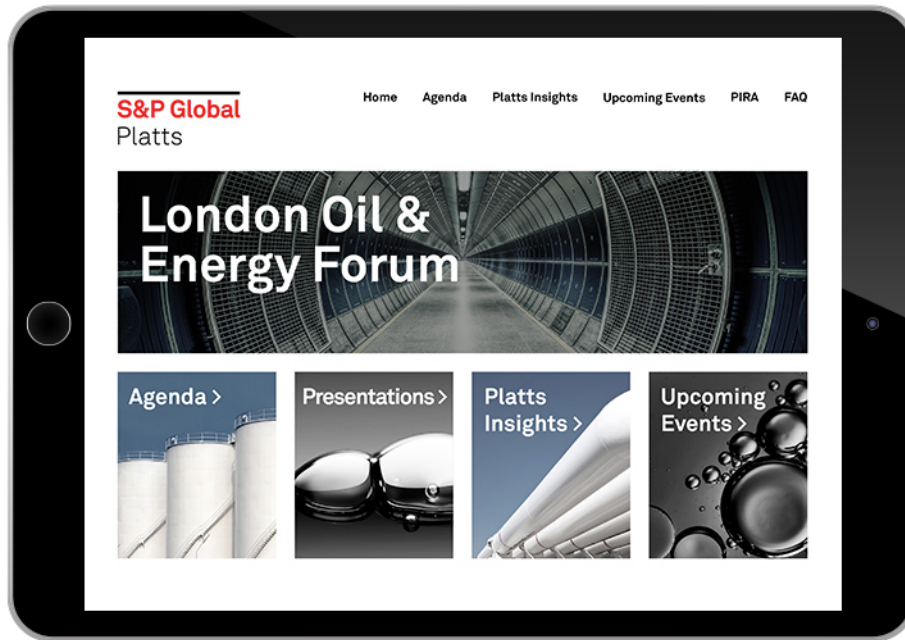
London Oil & Energy Forum



Danziger Room (First Floor)
Registration Area (Ground Floor)
Suite 8 (Ground Floor)
Planning Session
Session 3: Gasoline, Naphtha, and LPG
Theatre (Lower Ground floor)
Planning Session
Session 2: Middle Distillates
Platts Oil Technology Engage
Crystal Room (Lower Ground floor)
Plenary Session
Session 1: Crude Outlook
Analysis Session

Duuzra iPad App

Duuzra iPad App



Duuzra iPad App

557 Unique viewers

88 Attendee questions

2031 Total poll votes

34,211 Total number content views

569 Feedback responses

