

LANTERN AWARDS CATEGORY Q-2: Integrated Marketing Communications Program,
Budget from \$100,000 to \$199,000

Schlumberger 2014 Investor Conference

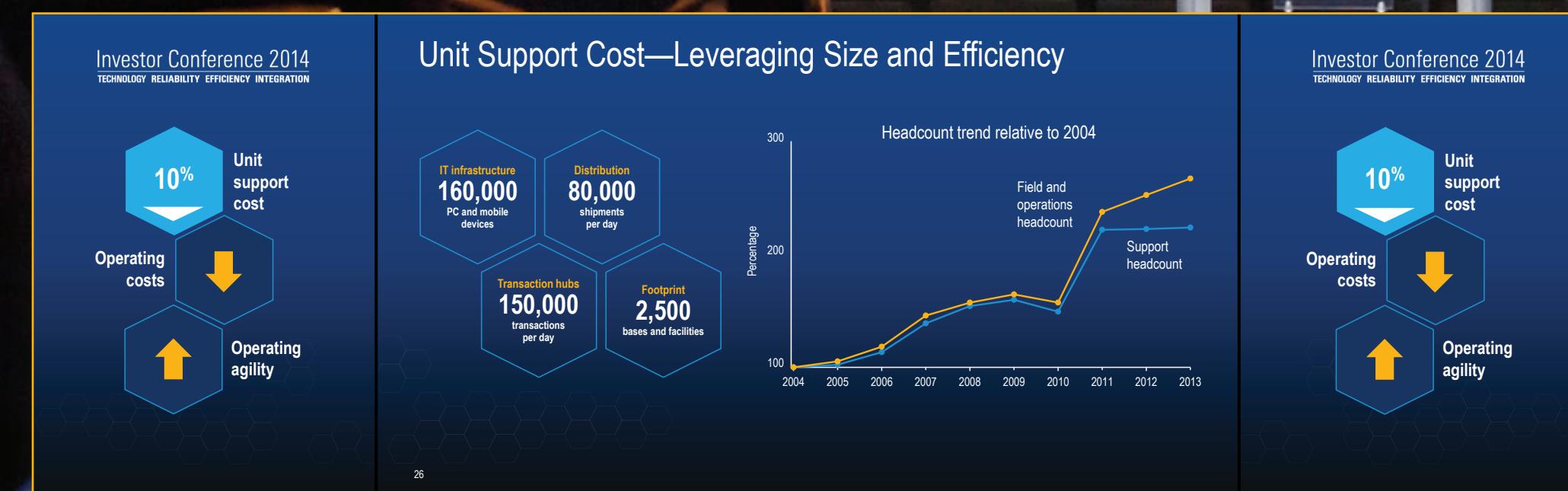
Main presentation theater



Theater presentation slide examples



Title slide



Example content slide, with secondary side panels

"We believe this is the best Analyst Day the company has had and SLB logically laid out its game plan across every front: technology, operations, and financial."

Angeline M. Sedita
UBS Investment Bank

LANTERN AWARDS CATEGORY Q-2: Integrated Marketing Communications Program,
Budget from \$100,000 to \$199,000

Schlumberger 2014 Investor Conference

Invitation



Video — 50 pieces, 48min total runtime

Customer testimonial video



Introduction video

Showcase presentations



???

"After reflecting on the conclusion of another analyst day by SLB, we believe that it was one of their finest. Not only did the Company remind investors, as it traditionally does, that it remains a technological and market share leader in the oilfield service industry, but management also offered for the first time a detailed macro, operational, and financial outlook that culminated in specific EPS guidance for 2017."

Bill Sanchez
Howard Weil



GoPro® footage from the field



???

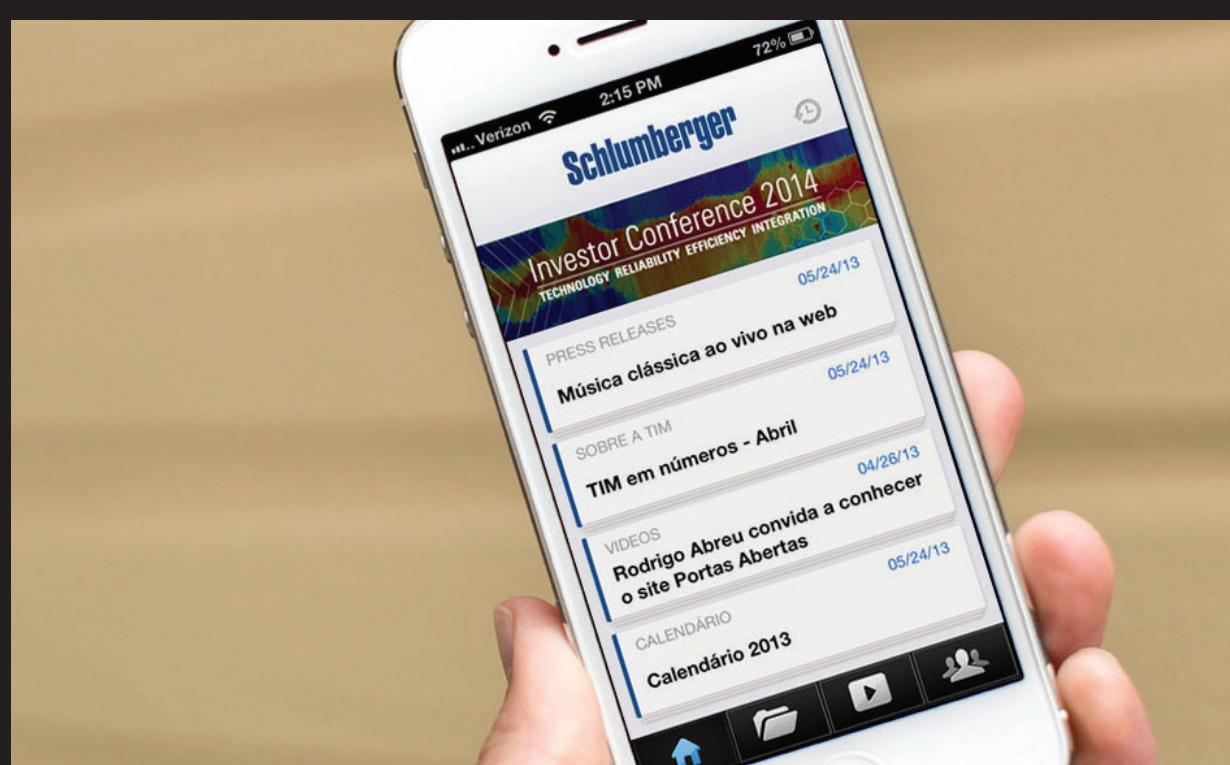


???

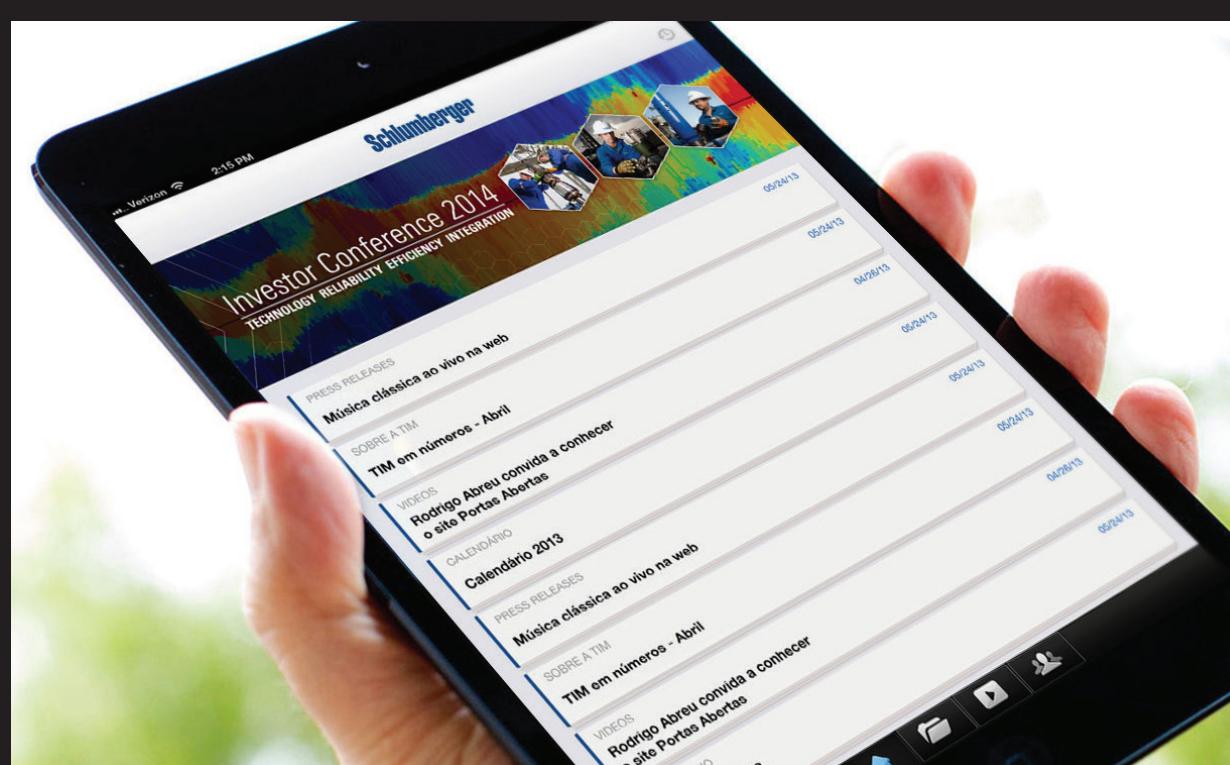
LANTERN AWARDS CATEGORY Q-2: Integrated Marketing Communications Program,
Budget from \$100,000 to \$199,000

Schlumberger 2014 Investor Conference

Mobile App



iPhone



iPad

"In the category of you-had-me-at-hello, this alone would have been sufficiently satisfying to Wall Street, but the conference was considerably deeper, broader and more satisfying as SLB hosted one of the better analyst days we have ever attended."

Bill Herbert
Simmons & Company International

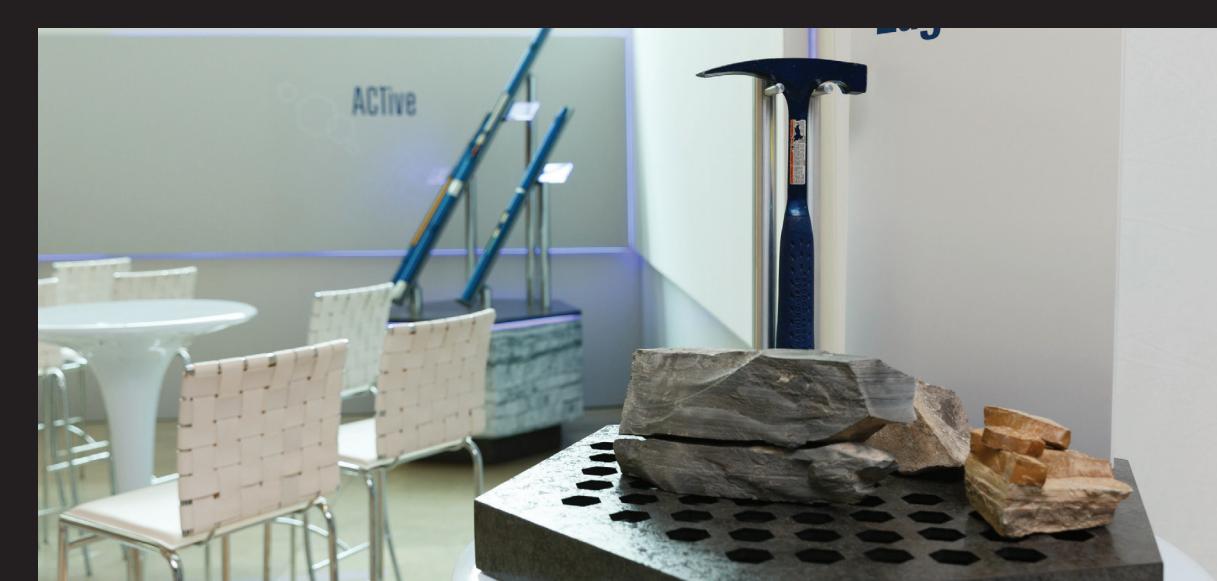
Models/Displays



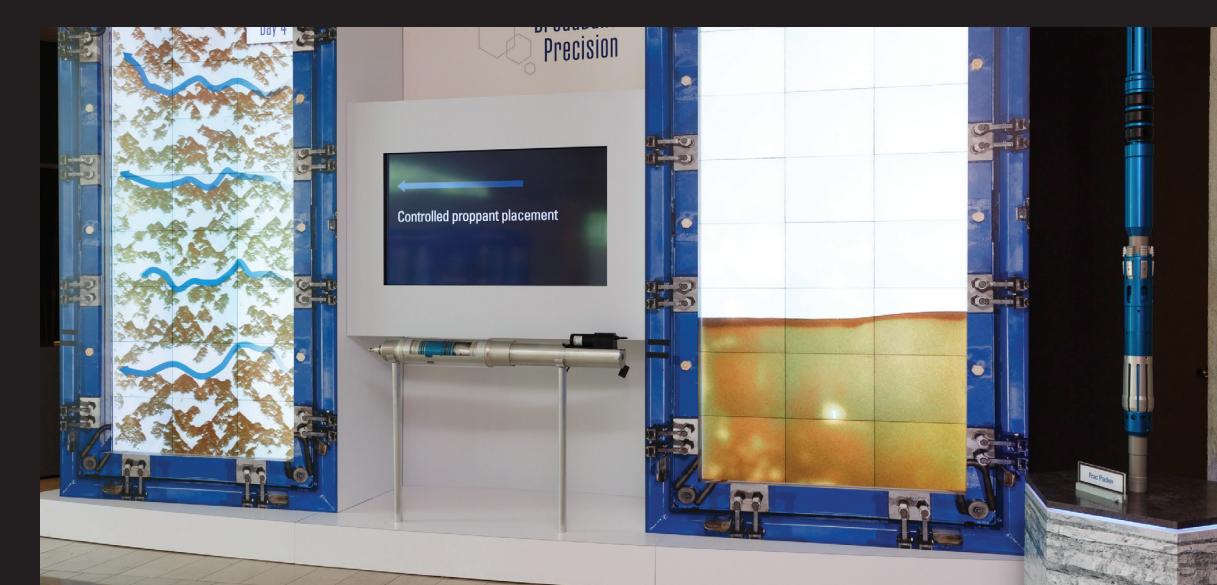
Google Glass demonstration



Coiled tubing technology model



Interactive shale fracturing demonstration



Broadband Precision animated demonstration model

Signage and Handouts



Directional Signage



Schlumberger



Name badges



Gift box insert card



Conference program, example pages

Results



Explanation of stock increase blah blah blah nos dolorecti te cullitatat aut reped quunt qui offictoreblah blah blah m endi omnihit volup.

Nequiatur sequam, con pa dolorib eaque apis is sinvel ipic te idignis quam fugitam est, quis que volorupit peraerrum

doluptium ra solupis ape cuscia debis enet fugaeped ut officid undistis re officiae volo temperferro dolorem poratiore qui sit arum rent aut minihic itatis eicipsam, sequat.