

CERAWEEK®
by S&P Global

March 6-10, 2023
Houston, Texas, United States

CERAWeek 2023: An introduction to Partnership

Delivery & support reference guide for CERAWeek Partners

“The year’s preeminent energy gathering”
— The Wall Street Journal



CERAWeek Partnership

Welcome to CERAWeek Partnership! We look forward to collaborating with you. We have created this reference guide to support your path to success before, during and after the event. You will also have the support of your designated CERAWeek Partner Liaison Manager.

As well as a reference guide, you will have access to the private Partner Portal. This is a living resource that provides a wealth of information and tools available to you. You will need a login and password to access it. Please speak with your Partner Liaison Manager if you do not have access or have forgotten your login details.

[Click Here](#) to access the private Partner Portal.

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CERAWeek history

In 1983, Cambridge Energy Research Associates (CERA) was founded in Cambridge, Massachusetts, by Daniel Yergin and James Rosenfield. The energy research and consulting firm became known for its critical knowledge and independent analysis on energy markets, geopolitics, industry trends, technology and strategy.

Each year, CERA clients gathered for the executive conference where they gained insight into the energy future while connecting with their peers. Over time, the program was expanded to five days, covering the full energy spectrum and the event was renamed CERAWeek.

40 years later, CERAWeek by S&P Global has become the world's premier energy event. In 2017, this executive gathering expanded to include the Innovation Agora to advance the energy innovation ecosystem.

CERAWeek mission

CERAWeek brings together global leaders to advance new ideas, insights and solutions to the biggest challenges facing the future of energy and the environment. CERAWeek is widely considered to be the most prestigious annual gathering of CEOs and Ministers from global energy and utilities, as well as automotive, manufacturing, policy, technology and financial communities.

About S&P Global

S&P Global (NYSE: SPGI) provides essential intelligence. We enable governments, businesses and individuals with the right data, expertise and connected technology so that they can make decisions with conviction. From helping our customers assess new investments to guiding them through ESG and energy transition across supply chains, we unlock new opportunities, solve challenges and accelerate progress for the world.

We are widely sought after by many of the world's leading organizations to provide credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets. With every one of our offerings, we help the world's leading organizations plan for tomorrow, today. For more information, visit www.spglobal.com.



50,000 customers
in over **140** countries



80% of the
Fortune Global **500**



94 of the **100**
largest US corporations

Conference venue

CERAWeek is held at the Hilton Americas-Houston, hotel and the connected George R. Brown Convention Center (GRB). This venue offers ballrooms, strategic session rooms, boardrooms and sleeping rooms. It also houses a spa, restaurants and coffee shop. Some CERAWeek-related events may be hosted across the street at The Grove.

Guests of the event may utilize self-parking, valet or a special drop off area at the Hilton Americas. The Hilton Americas has many on site resources including an ATM, FedEx print/ship store, gift shop and concierge services. To learn more about the Hilton Americas, visit: www.hilton.com.

Hilton Americas

Level 1 – Registration, hotel check-in, Lobby Bar, 1600 Bar + Grille, Starbucks and Pappasitos restaurant

Level 2 – Ballroom of the Americas for Plenary sessions, Special Addresses and most conference-wide events such as meals or receptions

Level 3 – Partner-dedicated Boardrooms, Media Row, Press Briefing Room, Press Workroom, Partner Lounge/shared meeting space and Skybridge to GRB

Level 4 – Plenaries, Strategic Dialogues, Insights Dinners, Executive Insight Interview Studios, Speaker Ready Room and Information Desk

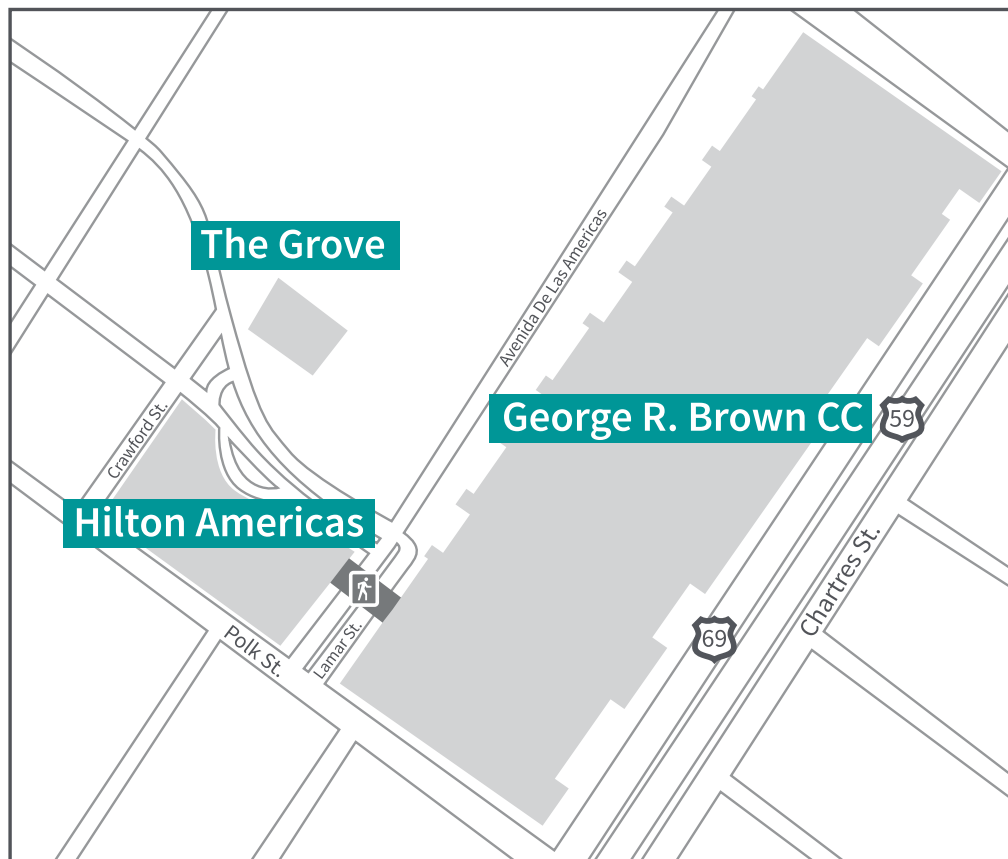
Level 5 and above–Sleeping rooms, suites and Private Partner Meeting Rooms

Level 8 – Private Partner Meeting Rooms Concierge Floor

Level 9 – Private Partner Meeting Rooms and Reservable Meeting Rooms

George R. Brown Convention Center (GRB)

Level 3 – Innovation Agora: Studios, Pods, Voices of Innovation sessions, Lyceum Labs and Workshops, Hubs, Agora Boardrooms, Agora Partner Houses, Agora Partner Lounge and Private Partner Briefings (accessible via Hilton Americas Skybridge)



Session formats

The CERAWeek program is comprised of several formats designed to promote discussion, debate and learning.

Executive Conference

Comprehensive insight on the global and regional energy future from industry thought leaders and policy makers

	Session type	Objective	Format	Speakers	Duration
	Special Address	Dialogues with senior public officials	– Curated and moderated fireside chat	– Head of State – Major public official – Thought leader	20-30 minutes
	Plenary	Insights into the strategies, opportunities and challenges shaping the energy future	– Moderated dialogue, fireside chats, panels	– Senior industry executives – Government officials – Thought leaders	20-40 minutes
	Strategic Dialogue	New perspectives and insights on strategic industry issues	– Moderated, interactive conversation with three or more speakers – Audience participation	– Senior industry executives – Government officials – Thought leaders	45-60 minutes
	Insight Dinner	Insights and perspectives on critical industry and global issues in an informal and relaxed setting	– Moderated, interactive conversation with three or more speakers – Audience participation – No attendance by media	– Senior industry executives – Government officials – Thought leaders	90 minutes including dinner

Innovation Agora

A forum to learn and connect, featuring exciting programs and formats designed to facilitate meaningful dialogue, relationships and new thinking

	Session type	Objective	Format	Speakers	Duration
	Voices of Innovation	Candid conversations with the foremost industry thought leaders in an intimate setting	– Interview	– Innovation thought leaders	30-50 minutes
	Studio	Interactive dialogue with industry leaders on emerging and disruptive technologies in an engaging setting	– Moderated conversations and debates	– Leading executives and experts driving innovation and technology	30-50 minutes
	Pod	Case studies and briefs on the applications of technologies and innovations from start-ups and innovators	– Video recorded before small live audience – Case studies and briefs	– Tech innovators – Start-ups	20-25 minutes
	Hubs	Discussion and dialogue in an open amphitheater to share ideas and insights, and explore technology frontiers around a central topic area	– Interactive panel conversation – Formal presentation or announcement – Informal meetup and discussion – Receptions and informal networking	– Stakeholders across the innovation and technology landscape with a focus on the theme of the Hub	30-60 minutes
	Lyceum Labs	Seminars on critical emerging topics in energy, technology, mobility and other transformative factors	– Briefings – Seminars – Master classes – No attendance by media	– S&P Global experts – Eligible Partners – Guest faculty – Industry experts	45-50 minutes
	Lyceum Workshops	Facilitated, interactive sessions that allow the group to explore solutions to a specific challenge	– Shared learning sessions with facilitated discussion to develop new ideas – No attendance by media	– S&P Global experts – Eligible Partners – Guest faculty	50-90 minutes

Private Programs

	Session type	Objective	Format	Participants	Duration
	Leadership Circle Summits and Forums	Exclusive, invite-only communities to explore common concerns	– Private, facilitated roundtable discussions – Chatham House Rule – No attendance by media	– Moderator – Senior-level executives from Partners organizations	1-2 hours
	EPICs (Energy Partner Informal Conversations)	Exclusive and informal conversations with Ministers or top government officials	– Small, informal roundtable discussions – No formal presentations – No attendance by media	– Senior public official – Partner executives	45 minutes
	Private Partner Interactive Briefing	One-on-one briefing by S&P Global experts for a single Partner company on a selected topic	– Short presentation by S&P Global experts with interactive discussion – Held virtually and in person – Exclusive to Partners – No attendance by media	– S&P Global experts – Partner Delegates and colleagues	45 minutes

Special Programs

	Session type	Objective	Format	Participants	Duration
	Future Energy Leaders (FEL)	Cultivate and inspire exceptional individuals to help empower them to meet current and future energy challenges by offering participation and exposure to the CERAWeek community. Also to form an enduring peer network of future leaders	- CERAWeek Executive Pass - FEL receptions - FEL-specific events during CERAWeek - Networking opportunities	- Guest speakers on leadership and management - High-potential future leaders (cross-industry community)	Monday-Friday in conjunction with CERAWeek
	Professional Development Program (PDP)	An immersive and interactive program that facilitates strategic thinking, leadership development and connections	- Two-day intensive case study course - Advance preparation required	- Guest professor(s) - High-potential future leaders - Eligible candidates from Partner companies	Two-day course (takes place the weekend prior to CERAWeek)
	Women in Energy (WIE)	Support a growing professional community of women in energy	- Networking receptions - Dinner - Strategic Dialogue on inclusion and diversity	- CERAWeek Delegates and invited guests - First-time female CERAWeek Delegates	Monday-Friday in conjunction with CERAWeek

Event timeline: What to expect before, during and after CERAWeek

Your Partner Liaison Manager will provide you with a detailed timeline for key Partnership deadlines. Here is a high-level list of planning areas:

Before CERAWeek

Kickoff call: Upon execution of your contract, your Partner Liaison Manager will organize a series of calls to kick-off your Partnership. One call will be a logistical-focused review of deliverables and planning tools to help track progress and maximize Partner participation. The other kick-off call will be with CERAWeek leadership for a deep-dive discussion into your executive engagement strategy.

Partner Portal access: You will receive exclusive access to the private Partner Portal. Your Partner Liaison Manager will walk you through the private site and point out key features.

Weekly planning calls: Partners are encouraged to designate a day/time for weekly planning calls with their Partner Liaison Manager and fellow colleagues. Your Partner Liaison Manager will distribute a calendar invitation and lead weekly workflow meetings to ensure Partners are taking advantage of all benefits and opportunities.

During CERAWeek

Executive participation: We encourage Partners to designate a contact to help manage executive schedules and to arrange ad-hoc private meetings with fellow Delegates.

Executive Insight Interviews: Assist chosen executives with their one-on-one on-site interview with CERAWeek experts.

Partner-hosted events and reserved tables: Partners may host private events and activities for their delegation and guests throughout the week. We encourage Partners to designate a contact to manage RSVP lists and ad-hoc invites. Upon request, an S&P Global expert may be seated at your table or attend your reception/private event.

After CERAWeek

Continue the conversation: Leverage photos and videos from the conference to continue the conversation on social media, internally and beyond.

CERAWeek feedback: Your Partner Liaison Manager will arrange a call with members of the steering committee for your feedback and improvement ideas.

CERAWeek Partner Advisory Meeting: Partners are encouraged to participate in the Partner Advisory Meeting to learn about new developments at CERAWeek and to exchange ideas and best practices with the leadership team and fellow Partners. Your Partner Liaison Manager will share dates and registration information once available.

Speaker nominations: Once your speaker nominations are submitted, your Partner Liaison Manager will arrange a call with member(s) of the CERAWeek program committee to help prepare and align your internal stakeholders and gain insight into the event program plans.

Timeline/project management tool: Your Partner Liaison Manager will give you and your designated colleagues access to your project management tool, which will allow you and your Partner Liaison Manager to track deliverables, identify key deadlines and highlight critical dependencies.

Executive Passes: We encourage Partners to designate a contact person to manage registration, substitutions and guest registrations on site.

Media: Engage the extensive list of media representatives. Set up interviews in advance and while on site. Use your meeting space or our Media Briefing Room.

Social media: Partners may create a social media plan and leverage the hashtags we provide. Please join the conversations online and connect with our team to find out how to best amplify your messages.

Photography: Our team offers easy access to an online platform so you may retrieve photos from speaking opportunities.

Record lessons learned and best practices: We encourage you to record your insights internally for continuity and shared learning.

Partner Resources

CERAWeek Partners are provided access to the following technologies and resources to assist in the event planning process to ensure success.

Private Partner Portal: Exclusive to Partners of CERAWeek, this is your online resource for knowledge and insight on all Partnership deliverables, and it is accessible via www.ceraweek.com under Partnership. Registration is required to access the Partner Portal, and an invitation to do so will be sent from your Partner Liaison Manager.

- Hosted on the Portal, you will find links to the following resources:
 - **Nomination forms** – All nomination forms for both public and private programs.
 - **Meeting space booking platform** – This is used for booking shared meeting space.

Partner project plan (Monday.com): Each Partner will receive individual access to a robust project plan customized for your Partnership. This tool is housed on Monday.com, and your Partner Liaison Manager will invite you to access the plan as a collaborator. Your project plan is where you will work with your Partner Liaison Manager to review weekly agenda items, track progress and identify pressing tasks.

CERAWeek app: A customized event app with many valuable features, including networking, maps, programs and announcements, will be released just prior to the event.

CERAWeek OnDemand: Year-round, on-demand content platform housed on CERAWeek.com where Partner Executive Insight Interviews are posted and select CERAWeek content can be accessed.

CERAWeek photography platform: Your online source for retrieving shared photos including speakers and events at CERAWeek. A password is not required.

CERAWeek Partner LinkedIn group: Connect with peers who are also Partners of CERAWeek, get updates on Partnership-related developments, stay connected to CERAWeek news and more.

Programming Committee: CERAWeek Leadership Team who manage and develop the agenda for the event.

CERAWeek Partner Liaison Manager: A senior CERAWeek representative who will assist with all aspects of your Partnership and liaise with many event stakeholders within S&P Global on your behalf.

S&P Global Account Manager: Managers who work side by side with your Partner Liaison Manager and manage ongoing relationships between your company and S&P Global beyond CERAWeek.

Partner connections: A list of contacts from fellow Partner companies. You are invited to reach out to them to share examples on how to best leverage Partnership and/or to make connections and to facilitate meetings while at the conference.

Best practices: Make the most of your Partnership

Before CERAWeek

Define areas of focus, goals, and objectives: Create a list of topics that are most important to your leadership team and share these goals with your Partner Liaison Manager.

Maximize your planning efforts: Select a person or persons within your organization to convene your corporate thought leaders and teammates. Often it requires multiple stakeholders to deliver Partnership on the Partner company side. Depending on the type of Partnership and company goals, stakeholders may have focuses in marketing and communications, strategy and executive positioning, administrative and support, social media, media relations and more.

Prioritize CERAWeek components: Focus on deliverables that benefit your organization the most.

Meet with your Partner Liaison Manager frequently: Gather your complete internal team for a kick-off call with your Partner Liaison Partner. Allocate time weekly or bi-weekly for check-in calls, meetings or summary emails with your Partner Liaison Partner. Review checklists and adhere to timeline due dates.

Enhance your Partnership by leveraging the Partner Portal: Visit the private Partner Portal frequently for reference and updates throughout the planning cycle to maximize each of your offered deliverables. Advise your Partner Liaison Manager who from your team will require access, so they may grant login credentials.

Visit CERAWeek.com: Updated agenda items are posted daily, so encourage colleagues to visit CERAWeek.com often for insight into topics and executive participation.

Manage executive engagement: Create a complete run of show for all your company executives' engagements throughout CERAWeek.

Explore media engagement strategies: In tandem to Partnership deliverables, create a social media, traditional media and employee engagement strategy. Consider internal newsletters, press releases and social media-ready content to promote your Partnership.

Assess meeting space and hotel room needs early: Identify early your private meeting space needs and discuss options with your Partner Liaison. As rooms always sell out at the Hilton, please also book your sleeping rooms as early as you can.

Social media: Designate a contact to deploy your social media plan and work with our social media team to help amplify your messaging. Encourage your delegation to join conversations online.

During CERAWeek

Hilton Americas-Houston and George R. Brown Convention Center walk-through: Schedule a walk-through with your Partner Liaison Manager on Sunday before CERAWeek to become familiar with the Hilton, George R. Brown Convention Center and CERAWeek layout. Ask questions!

Meet daily: Gather your delegation to share learnings from the day and to recap key findings from executive meetings and conversations with fellow Delegates.

Leverage your view-only OnDemand access: Ensure a robust internal communication strategy to encourage employees who are not on site in Houston to engage with CERAWeek content virtually.

Passes: Designate a contact to manage passes, registration substitutions and guest registrations on site.

Media: Designate a contact to engage the extensive list of media representatives. Set up interviews in advance and while on site.

Photography: Share the website link (it is public) with your team so they may retrieve photos from our online platform.

After CERAWeek

CERAWeek OnDemand: Share links to videos of select conference sessions as they become available on CERAWeek.com.

CERAWeek 2023 feedback: Gather team feedback of your experience. Your Partner Liaison Manager will arrange a feedback call with members of the steering committee.



Media

The CERAWeek media program is an ideal outlet for your executives to engage the media. The media program includes coordination with S&P Global public relations (both social media and media relations), including a 1:1 strategy session for Foundational Partners.

As part of the media and social media program, Partners receive:

- Access to on-site media briefing room.
- Access to briefing webinars from the S&P Global media team, which includes topics such as an introduction to the CERAWeek media program and best practices for optimizing your media program at CERAWeek.
- Option to host your own press conference for your executives in the CERAWeek Media Briefing Room.
- Opportunity to distribute a press release, press kit and/or a copy of your executive's speech in Media Briefing Room.
- A list of registered media attending CERAWeek with contact details for outreach.
- The opportunity to provide registered media with a list of your executives' availability for media interviews.



Social media

Get social @CERAWeek

Follow us



Official hashtags are

#CERAWeek #CWAgora

Benefits of Partner engagement



Consistent amplification

A framework that ties Partner channels together and aligns on key topics and themes will result in deeper relationships and greater exposure



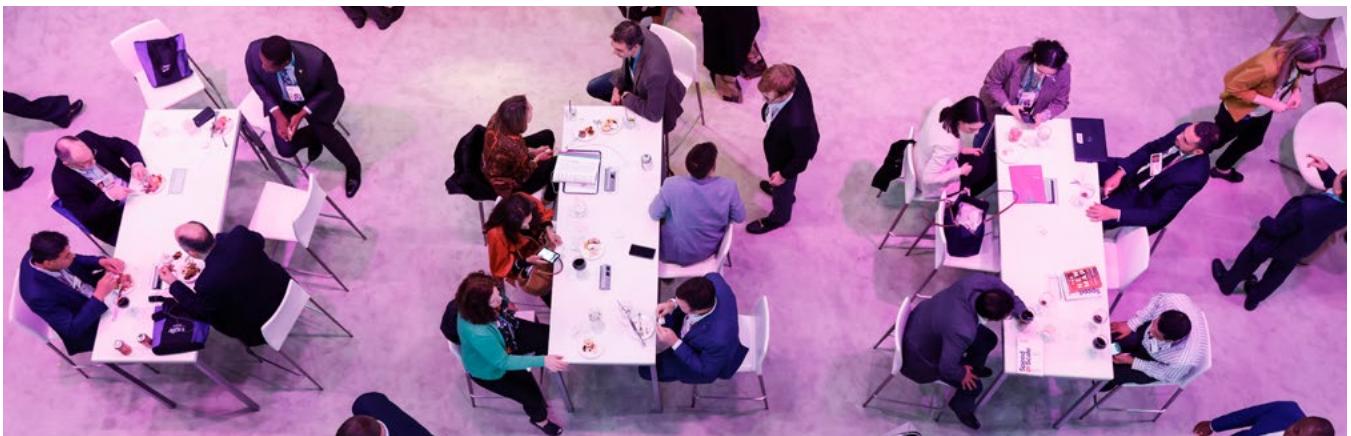
One to many

High-profile brands often have a large, existing audience spanning multiple channels, which expands their reach and creates visibility



Results

Process and protocol result in a more effective customer's journey



Meeting space options

Your Partner Liaison Manager can advise you of the meeting spaces available to you with your Partnership.

Dedicated meeting space – Based on your Partnership level

Partner-dedicated Boardroom: This is a dedicated meeting space for your company available Monday to Thursday, located on either Level 2, 3, or 4 of the Hilton Americas or Level 3 of the George R. Brown Convention Center. The room is equipped with a conference table and chairs, as well as a soft seating area for informal meetings. Audio/visual options are available for purchase, as are additional food and beverage requests. Boardrooms vary in size; please work with your Partner Liaison Manager to verify the specs and locations of the boardrooms.

Agora Partner Houses: This is a dedicated space for your company, located in the George R. Brown Convention Center and available Monday through Thursday during CERAWEEK. This is a large, enclosed room for your company to create a bespoke experience to feature innovations, technologies and solutions. It may, at your choice, include a meeting and/or presentation space. Agora House Partners are allocated additional Agora House support staff who are happy to consult Partners on how to use the space and engage Partner's desired audience.

Upper-level Deluxe Suite: This is a dedicated meeting space located on an upper-level floor (6 and above) of the Hilton hotel. The parlor room of the Deluxe Suite features soft seating for 3-4 people, boardroom seating for 6-8 people, a working desk, a 65" monitor and a kitchenette. The connected king sleeping room comes included with a deluxe suite, and Partners may opt to add the connected double queen sleeping room at their cost. Either attached sleeping room may be converted to a Partner workroom or Partner meeting room at an additional cost to the Partner.

Private Partner Meeting Rooms: Located on Levels 8 and 9 of the Hilton-Americas. The sleeping rooms on these floors will be entirely converted to work and meeting spaces. A Partner Meeting Room may be included in your contract or available for purchase.

New for 2023, Level 8 will serve as a concierge floor for dedicated Partner spaces, with exclusive concierge and hospitality benefits available to Partners on these floors. Please consult with your Partner Liaison Manager to discuss your options.

Shared and reservable meeting space

With your Partnership, your company has access to shared meeting space. There is space on Level 3 and dedicated upper-level floors of the Hilton-Americas. Some shared meeting space requires reservation while others are open. Spaces are available Monday through Thursday.

All reservable meeting spaces are available for Partners to request for short meetings. To allow all Partners access to the shared reservable spaces, maximums for reservable meeting space bookings and time limits apply. Consult your Partner Liaison Manager for details.

Partner Lounge: If you need a place to meet, grab a coffee, snacks, charge your phone or just catch up with other Delegates or colleagues, the Partner Lounge on Level 3 of the Hilton-Americas is available for your use. To gain access, you need to present your badge to be scanned to enter the Partner Lounge. No pre-booking is required to use the Partner Lounge.

Level 3 Partner Lounge Reservable Meeting Space: For informal meetings or meetings that do not require privacy for up to 4 people, consider one of our reservable meeting tables in the Partner Lounge on Level 3 of the Hilton-Americas. As this table will be in the middle of the Partner Lounge, no audio/visual is available. Refreshments will be available in the Partner Lounge for meeting participants to visit prior to the meeting to enjoy at your reserved table, but no table service or food and beverage orders are available.

Pre-booking is not available in these spaces.

Agora Partner Lounge: New for 2023! Located at the George R. Brown Convention Center. This is a Partner-only lounge serving refreshments with open seating suitable for casual meetings. To gain access, you need to present your badge to be scanned to enter the Partner Lounge. Pre-booking is not available in this space.

Upper-floor Reservable Meeting Space: The Upper-floor Reservable Meeting spaces are completely private rooms, reservable both in advance and on site based on availability, which can seat 4-6 people for meetings. These are shared meeting spaces. Each of the rooms are Hilton sleeping rooms with furniture removed and converted to meeting spaces. There is no audio/visual equipment available and food and beverage cannot be ordered. Refreshments are available to you and your guests at the check-in desk in the lobby area of the floor. To book the space, please follow the directions using our booking tool via the Partner Portal. Booking limitations based on the Partnership level apply. Please work with your Partner Liaison Manager to verify the number of meetings allowed.

Registration

CERAWeek Pass Types – Note: Passes may not be shared or transferred

Badging Type & Access: Partners

CERAWeek
by S&P Global

Entitlement/ Code Type	Access							
	Executive Conference Sessions	Agora Sessions	Hilton 3 rd floor (walkway)	Hilton 2 nd /4 th floor	Hilton 8 th /9 th floor meeting space	Hilton Partner Lounge	GRB Agora Partner Lounge	Exec Conf Lunch/Dinner Sessions
Exec Conference—Partner								
EC Partner Speaker	✓	✓	✓	✓	✓	✓	✓	✓
Partner Executive Conference Delegate	✓	✓	✓	✓	✓	✓	✓	✓
Partner Future Energy Leader	✓	✓	✓	✓	✓	✓	✓	✓
Partner Women in Energy	✓	✓	✓	✓	✓	✓	✓	✓
Partner Professional Dev Program	✓	✓	✓	✓	✓	✓	✓	✓
Partner Executive Conference Support	Accompanying Executive	Accompanying Executive	✓	Accompanying Executive	✓	Accompanying Executive	Accompanying Executive	Accompanying Executive
Agora—Partner								
Partner Agora Executive Speaker	✓	✓	✓	✓	✓	✓	✓	✓
Partner Agora Speaker	☒	✓	✓	☒	✓	☒	✓	☒
Partner Agora Delegate	☒	✓	✓	☒	✓	☒	✓	☒
Partner Agora Guest	☒	✓	Accompanying Executive	☒	Accompanying Executive	☒	☒	☒
Restricted Meeting								
Partner Women in Energy Restricted	Weds Reception/Dinner Only	☒	✓	Weds Reception/Dinner 2 nd Floor Only	✓	☒	☒	Weds Reception/Dinner 2 nd Floor Only
Restricted Meeting Pass – code required, by day	Meeting space only	☒	Accompanying Executive	☒	Accompanying Executive	☒	☒	☒

Early registration

We recommend registering passes as early as possible. This information is utilized by the CERAWeek team to invite Delegates to various private events and by January, fellow Partners will start the invite process to receptions. Additionally, this ensures that Delegates are receiving event information and announcements.

Advanced badge pickup

Only CEO-level passes may be picked up in advance of the Conference (Sunday afternoon). All other attendees must visit the registration desks on Level 1 in the Hilton Americas to obtain passes during registration hours. The process is quick and easy with minimal wait time. Please ensure headshots are uploaded in the registration system in advance to make this process seamless.

Additional passes

Passes may be purchased for a discounted rate through Partnership. Please visit the private Partner Portal for instructions and pricing for additional passes.

Badges must be worn at all times.

Frequently asked questions

How much time is needed to plan for CERAWeek?

Although each Partnership is different, planning for CERAWeek can be quite extensive and require months of dedicated resources. Together with specific internal stakeholders (such as marketing, media, leadership, etc.) and your Partner Liaison Manager you will meet weekly or bi-weekly and communicate frequently in the 3 to 4 months leading up to the event. Requirements prior to this may include programming meetings, submitting speaker nominations, reviewing tools and resources, and attending annual CERAWeek Partner Advisory Meetings in the fall. Many Partners find that making a substantial time investment in the lead up to CERAWeek fully maximizes the company's investment and helps to ensure success across the Partner's metrics.

How many people should I have involved in the planning?

Many different Partner planning team structures have been successful for our past CERAWeek Partners. For more extensive contracts, we suggest assigning two main leads. We have learned that schedules get busy and illnesses may occur, so it is best to consider two points of contact to manage all the deliverables and ensure success. Your Partner Liaison Manager only needs to speak with 1-2 people, but behind the scenes you are likely to have a larger team to manage all the various benefits. If you would like a recommendation on how to staff your internal CERAWeek planning team, your Partner Liaison Manager can review your contract deliverables and provide you with a suggestion.

Do I need to attend the event?

If possible, please plan to attend. Having spent months working on the event, you will be one of the most knowledgeable people on site regarding your company's engagement strategy and plans. There are several areas that need to be managed on site, including setting up executive meetings, managing passes and any changes, managing meeting space(s), and food and beverage needs, etc. If you cannot attend personally, we recommend having 1 or 2 staff members attending as your boots-on-the-ground proxy. Preferably they should join the weekly calls at least a month prior to the CERAWeek.

Is it hard to manage CERAWeek Partnership if I've never attended the event?

Our team will make sure it walks you through every aspect of planning. We have hosted Partners for years and understand the challenge of being new to such a large event. It is our goal to help you through each phase of planning and execution. Your Partner Liaison Manager is here to ensure your success!

How can I maximize the value of my company's Partnership?

With your company leadership, define the areas of focus that are most important. Prioritize what parts of CERAWeek you want to engage in and maximize that participation. Set 2 or 3 goals/objectives for your participation from the onset. Make sure your delegation has clear goals and objectives along with roles and responsibilities while attending CERAWeek. Communication with your Partner Liaison Manager and your team leading up to CERAWeek is key.

When should I start planning?

We begin accepting speaker nominations in the summer of the year prior to CERAWeek and share a strawman draft of the agenda with Partners in the fall. It's beneficial to your company to be engaged throughout the year to discuss your executive engagement strategy with our programming committee while the program and content are still being formed. However, the planning starts to intensify in the fall.

How do I make a hotel reservation?

Partners have special access to book sleeping rooms in a reserved, Partner-only sleeping block through a third-party housing company that will be announced on the Partner Portal. Your Partner Liaison Manager will share the dedicated housing link with you for distribution to your colleagues to book their accommodations. Each Partner has a limited number of rooms they can book through the link, based on their Partnership level. Rooms are available on a first come, first serve basis.

Where can I access the latest list of registered Delegates?

Registration lists will be regularly posted to the Partner Portal starting approximately 8 weeks prior to the conference.

When can I start to book shared meeting rooms?

Pre-booking for reservable meeting rooms will begin approximately 2 to 3 weeks prior to the Conference. Please consult with your Partner Liaison Manager on access to the pre-booking tool. Booking limitations do apply.

How can I network with other Delegates?

You may network with Delegates via the networking feature on the CERAWeek app. Upon executing a Data Processing Addendum, your Partner Liaison Manager will be able to share with you a registered Delegate list that includes email addresses. You may use this data for purposes related to CERAWeek networking and events only.

How do I get the CERAWeek mobile app?

The app will be available for download shortly before the event or via a link in the registration process. You will receive an email notification letting you know when it is available to download, complete with download instructions and how to use it for networking with registered Delegates.

My company has a Private Partner Reception, when should I start to send invitations?

Your Partner Liaison Manager will begin sharing Delegate contact information the last week of January (note: Partners will receive email addresses for Delegates to facilitate invitations once S&P Global has a fully executed “for Partners with a Data Processing Addendum” on file) and you may begin sending invites to your reception starting the first week of February. You may continue sending invites to your reception up to the day of your event. Please consider the capacity of your reception space and that most Partner Receptions happen concurrently, and plan accordingly. Most are set for approximately 40 guests as that is the room capacity.

What is the process and best practice for nominating speakers?

Please send your Partner Liaison Manager your speaker nominations as early as possible using the speaker nomination form. Do have speaker photos ready to upload. Once your speakers have been confirmed, they will receive an email with the link to register from our speaker management team. Additional meetings/calls will then occur with sessions chair(s) to prepare for the speaking opportunity. “You” the company event manager or “Your company’s speaker(s)” will also receive an email with logistics on where speakers should go to prepare (such as a speaker green room), obtain a microphone if needed and meet your session chair. The session chair will also contact the speaker to discuss the focus of the session.

Is the speaker nomination process the same for the Innovation Agora?

The speaker nomination process is the same for the Innovation Agora and the CERAWeek Executive programs; however, for the Agora Pods and Lyceum Learning Labs, you will also need to submit an abstract. Follow up will come from the Innovation Agora Planning Team once your speakers have been confirmed.

How should I manage my Partnerships' View-Only OnDemand Access Passes, and what type of access do these passes provide?

Partner companies have up to 2,000 view-only OnDemand Access Passes to allocate to their employees. These passes should be registered in advance of the conference, and registrants will receive details via email on accessing the event. These passes will not allow for interaction (networking, chat features, etc.) but will allow online access to select CERAWeek public programming.

How do we engage the media?

There are many ways to engage the media at CERAWeek. We have a dedicated media team and your Partner Liaison Manager will be happy to connect you. Think about company news that you can break during CERAWeek and plan with colleagues what big announcements can be made there. From hosting a press briefing in the CERAWeek Media Room, to reaching out directly to the press (registered media contacts will be made available to you in the weeks leading up to CERAWeek), all of these tips and more can be found on the Partner Portal.

Meet the CERAWeek team

CERAWeek Executive Leadership



Saugata Saha, President, S&P Global Commodity Insights

Saugata Saha is the President of S&P Global Commodity Insights division and a member of S&P Global's Operating Committee. In prior roles at the company, Mr. Saha was the Chief Financial Officer of two of S&P Global's technology-driven, data, benchmarks and analytics divisions, S&P Global Market Intelligence and S&P Global Platts. Prior to that, Mr. Saha led financial planning and corporate strategy for the company; managed operations for the technology group; led an integration program for a large acquisition; and led the strategy team at S&P Global's Ratings division. Previously, Mr. Saha was a consultant at McKinsey & Co.'s New York office where he led client engagements focused on strategy, M&A, corporate finance and on improving operations across a range of industries, with particular emphasis on financial services. Before joining McKinsey & Co., Mr. Saha spent seven years at The Godrej Group, a \$4 billion diversified conglomerate in Mumbai, India. At the Godrej Group, he led sales teams and supply chain re-engineering projects and worked in the Office of the Group Chairman. He holds a Bachelor of Science degree in economics, with honors, from St. Xavier's College in Kolkata, India; a post-graduate diploma in management from the Xavier Institute in Bhubaneswar, India; and a Master of Business Administration degree from Harvard Business School, where he was a George F. Baker Scholar.



Dan Yergin, Vice Chairman, S&P Global

Daniel Yergin is a highly respected authority on energy, international politics and economics, and a Pulitzer Prize winner. He is Vice Chairman of S&P Global and Chairman of S&P Global's CERAWeek conference, which CNBC has called "the Super Bowl of energy." *Time Magazine* wrote, "If there is one man whose opinion matters more than any other on global energy markets, it's Daniel Yergin." *Fortune* has called him "one of the planet's foremost thinkers about energy and its implications."

Dr. Yergin's new book *The New Map: Energy, Climate and the Clash of Nations* is described by NPR as "a master class on how the world works" and in *The Washington Post*, as "a tour de force of geopolitical understanding." Dr. Yergin is the author of the bestseller *The Quest: Energy, Security, and the Remaking of the Modern World*, described as "a fantastic book" by Bill Gates in his review. Dr. Yergin's book *The Prize: The Epic Quest for Oil Money and Power* was awarded the Pulitzer Prize, was a number one *New York Times* bestseller and has been translated into 20 languages.

He co-authored *Commanding Heights: The Battle for the World Economy*, of which the *Wall Street Journal* wrote, "No one could ask for a better account of the world's political and economic destiny since World War II." Both *The Prize* and *The Commanding Heights* were made into multi-hour television series for PBS and BBC.

Dr. Yergin served on the Secretary of Energy Advisory Board under four presidents. He is a member of the board of the Council on Foreign Relations, a senior trustee of the Brookings Institution, and a member of the Dallas Federal Reserve's Energy Advisory Council, the Energy Think Tank of the government of India and the Energy Governors of the World Economic Forum. He is also a member of the advisory boards of Columbia University's Center on Global Energy Policy and MIT's Energy Initiative.

Dr. Yergin was presented with a Lifetime Achievement Award by the Prime Minister of India and received the United States Energy Award for "lifelong achievements in energy and the promotion of international understanding." He received the Charles Percy Award for Public Service from the Alliance to Save Energy. The International Association for Energy Economics gave Dr. Yergin its 2012 award for "outstanding contributions to the profession of energy economics and to its literature."

Dr. Yergin holds a B.A. from Yale University and a Ph.D. from Cambridge University, where he was a Marshall Scholar.



James (Jamey) Rosenfield, Co-Chairman, CERAWeek and Senior Vice President

James Rosenfield is Senior Vice President, S&P Global. He is Founder and Co-Chairman of CERAWeek, whose evolution he has overseen for over four decades. He is Co-Founder with Daniel Yergin of Cambridge Energy Research Associates (CERA) and led its strategy and growth. CERA was acquired in 2004 by IHS and subsequently S&P Global. Mr. Rosenfield created the Innovation Agora, bringing together technologists, policymakers, investors, and startups to advance the innovation ecosystem. He has spearheaded and contributed to a variety of influential thought leadership initiatives, including “*Restarting the Engine: Securing American Jobs, Investment and Energy Security*”; “*The Future of the Energy Innovation Ecosystem*”; “*Reinventing the Wheel: The Future of Mobility*”; “*Fueling North America’s Energy Future: The Unconventional Oil and the Carbon Agenda*”; “*A More Competitive Energiewende: Securing Germany’s Global Competitiveness in a New Energy World*.” He was senior advisor in forming the Oil and Gas Community at the World Economic Forum, and in developing the CERA/WEF Energy Vision report series. He cofounded the New England Clean Energy Council and has founded and is non-executive director of several energy and technology start-ups. Mr. Rosenfield serves as Trustee of Woods Hole Oceanographic Institution and Trustee of the Boston Museum of Science. He was Senior Fellow at the Center for Business and Government at the John F. Kennedy School of Government, Harvard University. He received his undergraduate education at Harvard College and holds an MBA from Boston University.



Carlos Pascual, Senior Vice President, Head of Geopolitics and International Affairs

Carlos Pascual leads the integration of geopolitics, energy and markets for S&P Global Commodity Insights. He works with clients globally on the challenges and opportunities of transitioning to a net-zero emissions world and the implications for energy justice. Mr. Pascual also leads S&P Global Commodity Insights businesses in Latin America. Mr. Pascual was previously U.S. Ambassador to both Mexico and Ukraine and was Special Assistant to the U.S. president for Russia, Ukraine, and Eurasia on the National Security Council. As the former U.S. Energy Envoy and Coordinator for International Energy Affairs at the State Department, Mr. Pascual established and directed the Energy Resources Bureau and served as the Senior Advisor to the Secretary of State on energy issues. Earlier, Mr. Pascual created the position of Coordinator for Reconstruction and Stabilization in the State Department, establishing the first civilian response capacity to conflicts. Mr. Pascual is also a non-resident fellow at Columbia University’s Center on Global Energy Policy and a distinguished fellow at the Atlantic Council. He holds a Bachelor of Arts degree from Stanford University and a Master of Public Policy degree from the Kennedy School of Government at Harvard University.



Atul Arya, Senior Vice President and Chief Energy Strategist

Atul Arya, Senior Vice President and Chief Energy Strategist, S&P Global, is responsible for integrating energy content, analysis and insights across the entire energy value chain and for c-suite client engagements. The Energy division has an international presence, with over 500 colleagues and office locations on five continents. Legacy product brands including CERA, Herold, Purvin & Gertz, McCloskey and EER are now part of the Energy business. Dr. Arya’s areas of expertise include business strategy, commercial analysis, oil markets, energy technologies, climate change and renewables. He has previously led Energy Insight, Research and Analysis and Energy Research teams at IHS Markit. Dr. Arya has over 30 years of leadership experience in the energy industry, including senior posts with bp. His international career spans a diverse array of energy fields from strategy development and business planning to field operations and technology commercialization. His experience includes leadership in solar energy development as well as the oil and gas sector. Dr. Arya has previously served on boards of several companies and institutions, including Tata BP Solar, Green Mountain Energy, and National Council for Atmospheric Research. He was a member of the World Economic Forum’s Agenda Council on the Future of Oil and Gas and Adjunct Senior Fellow at Council on Foreign Relations in the United States. He is a regular speaker and moderator at public conferences, company boards and at CERAWeek. Dr. Arya holds doctorate in engineering from the University of Texas at Austin.

CERAWeek Partnership Growth

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CERAWeek Private Programs

Amy Elam: Private Programs

Kimberly Byda: Private Programs

Liz Crow: Private Programs

CERAWeek Special Programs

Sue Lena Thompson: Women in Energy, Future Energy Leaders & Professional Development Program

Kevin De Jesus: Special Programs Operations

Innovation Agora

Ken Downey: Partner Relations, Speakers & Program Development

Nathaniel Connors: Program Development & Speaker Management

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Olivia Gemelli: Program Production

Creative Experience & Technology

Roslyn Crowell: Brand & Digital Operations

Linda Sanders: Editor, Creative Experience

Media

Jeff Marn: Media

Marketing & Social Media

Kathleen Doherty: Marketing

Mauricio Traconis: Marketing

Glossary: CERAWeek Terminology

Agora Commons – The Commons are a new concept for 2023, featuring an open area connecting multiple formats, with the opportunity for informal connections and experiencing innovative solutions in person.

Agora Hubs – Dedicated zones for sharing ideas and insights, exploring the technology frontiers around a central theme and topic area.

Agora Partner Houses – Agora Partner Houses offer the opportunity for delegates to experience showcased technologies from our Partners that are transforming the energy industry and give delegates a chance to experience them firsthand. Houses are a dedicated space made available to select Innovation Agora partners that is specifically branded to that Partner. They can be used for meeting space, demonstrations, and other hosted programming, as approved by CERAWeek. Partner House build costs are not included in the Partnership agreement.

Agora Partner Lounge – Located at the George R. Brown. This is a partner-only lounge serving refreshments with open seating suitable for casual meetings.

Agora Pods – Case studies, deep dives and explorations of latest technologies with start ups, technologists, specialists and disruptors.

Agora Studios – Interactive dialogues with industry leaders on emerging and disruptive technologies, models of innovation and investment strategies.

Agora Voices of Innovation (VOI) – Candid conversations with foremost and sometimes controversial thought leaders.

CERAWeek Partner Advisory Meeting – Invite-only strategic planning meeting for Partner representatives, occurring annually in the fall.

CERAWeek Partner Liaison Manager – Your main point of contact who will assist you in managing your CERAWeek Partnership and all its deliverables.

Dedicated Meeting Space – Weeklong, Partner-dedicated meeting rooms allocated as per Partnership contracts and assigned to Partners by S&P Global.

EPICS (Energy Partner Informal Conversations) – Private roundtables hosted by a senior government official or minister and very senior Delegates from multiple companies. Typically there is no set agenda, however, should a host like to discuss a specific topic, participants will be notified in advance. If there is no agenda, participants can come prepared with questions in their area of interest. Chatham House Rule applies.

Future Energy Leaders (FEL) – This program cultivates exceptional individuals to help empower them to meet current and future energy challenges. These professionals engage in learning, dialogue and networking at the conference.

Innovation Agora – The Innovation Agora includes distinctive programming, dialogue and showcases designed to highlight the transformative role that innovation and technology is playing in reshaping the energy future.

Insight Dinners – Relaxed and informal panel discussion on a particular topic relevant to the industry. Approximately 7-8 Insight Dinners occur at one time on Monday night and are closed to the media.

Leadership Circle Summits and Forums – A series of small (25–35 people), intimate dialogues with focused, highly interactive discussion on key issues shaping the energy future, moderated by S&P Global experts. Leadership Circle Summits and Forums provide a unique opportunity to explore common concerns, develop new relationships, gain insights and share experiences and perspectives. Chatham House rule applies.

Lyceum Lab – Seminars on critical emerging topics taught through presentation and collaboration including lectures, master classes and campfires with discussion.

Lyceum Workshop – High-impact learning through engagement and collaboration (facilitated and interactive with the goal of a team conclusion).

Media Row – Located on Level 3 of the Hilton Americas, this area hosts the Media Workroom, Media Briefing Room and some media sets for interviews.

Meetups – Small, unstructured gatherings around common interests and topics, led by S&P Global analysts, Partners and guests.

OnDemand Access – Access to executives and staff from Partner organization to CERAWeek OnDemand.

One-on-one Executive Interviews – Interviews with top industry leaders by senior research experts from S&P Global. They are produced and edited at the event then uploaded to the CERAWeek digital hub where anyone can view them, and Partners may share throughout their social networks and internal and external websites.

Partner-branded Strategic Sessions – Public program Strategic Dialogue Breakfasts or Insight Dinners open to all CERAWeek Delegates, chaired by an S&P Global expert and may be branded with a Partner logo.

Partner-dedicated Boardroom – A dedicated meeting space that is available via Partnership. Your Partner Liaison Manager will assist with what is included and who to work with for additional needs.

Partner-hosted Table – Partners may host a reserved table at Conference-wide keynote lunches or dinners, which may be used for internal staff or other Delegates as a networking opportunity. Foundational Partners may host three (3) tables, Strategic Partners may host two (2), and Industry Partners may host one (1). Partners may host multiple tables at a single event or spread tables out over multiple keynote lunches or dinner. The Partner is responsible for inviting and confirming Delegates to a hosted table.

Partner Lounge – Located on Level 3 of the Hilton Americas, this private lounge for our Partners allows for informal meetings, snacks and beverages.

Partner Portal – Your main online resource for all Partnership information related to the event. Login credentials required.

Partner Project Plan (Monday.com) – Each Partner will receive individual access to a robust project plan customized for your Partnership. This tool is housed on Monday.com, and your Partner Liaison Manager will invite you to access the plan as a collaborator. Your project plan is where you will work with your Partner Liaison Manager to review weekly agenda items, track progress and identify pressing tasks.

Partnership Levels – Foundational, Strategic, Industry, and Innovation Agora.

Pass Types – Executive Pass (full event pass), Speaker Pass (full event pass), Support Pass (limited event pass for admin, media, speaker support), Restricted Access Meeting Pass (limited event pass for guests to attend meetings), Innovation Agora Guest Pass (Innovation Agora-only Pass), Innovation Agora Delegate Pass (Innovation Agora-only Pass), Women in Energy Executive Pass (full event pass), Women in Energy Restricted Access Pass (Access to Women in Energy Dinner and Reception), Future Energy Leader Pass (full event pass) and OnDemand Pass (access to select online content only).

Plenaries – Executives share their views and participate in discussions, moderated by S&P Global experts.

Private Partner Interactive Briefings – Small group briefings provide Partners an opportunity to have private, interactive discussions with senior S&P Global research staff focused on a particular topic. Briefings take place in person at CERAWeek for up to 25 Delegates from a single Partner company. Briefings will also be offered March 15-31, in a virtual setting, for up to 50 participants from a single Partner company, should an onsite briefing not be an option. A list of proposed topics will be distributed when available.

Private Partner Meeting Rooms – Sleeping rooms that have been converted into a meeting space, with the bedroom furniture replaced by tables and chairs. Located on a dedicated meeting room floor. These are available through CERAWeek approval and fees apply.

Private Programs – Leadership Circle Summits and Forums, EPICs, and Private Partner Briefings for senior executives. Nominations must be approved.

Professional Development Program (PDP) – An additional opportunity which takes place the weekend prior to CERAWeek that is open to participants of the Future Energy Leaders program. This is a two-day Harvard Business School case study course led by a distinguished professor. Fees apply.

Program Committee – CERAWeek Leadership Team who manage the strategic development of the content of the event.

Reservable Meeting Space – Shared meeting rooms that may be booked prior to the event for a specific amount of time and may be limited in number based on Partnership level.

Shared Meeting Space – Areas for Partners to host meetings. Areas include the Partner Lounge (Level 3 – Hilton), dedicated upper-floor meeting rooms (upper-level sleeping room floor of the Hilton), and Innovation Agora Partner Lounge (Level 3 – George R. Brown Convention Center). Restrictions apply, please visit the Partner Portal for full details.

Special Programs – Women in Energy, Future Energy Leaders, Energy Innovation Pioneers, and Professional Development Program.

Strategic Dialogue – Similar to Plenaries with discussions on more granular-level topics.

Women in Energy (WIE) – This initiative promotes camaraderie, informal dialogue, and networking in support of the diverse, growing professional community of women in energy. In addition to attending CERAWeek, these participants, enjoy private receptions and dinners during the conference.

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