Celebrating its eleventh year, SHALE INSIGHT® 2021 is proud to offer continuing educational technical and public affairs Breakout Sessions created and presented by subject matter experts. Sponsorship is available on a first-come, first-served basis for eleven 60-minute sessions from the suggested topics below or from a timely and relevant industry issue that may arise. The sponsoring company will be required to take a leading role in building the session and recommend a breakout format from those outlined beginning on page three. To inquire about sponsorship, please contact Robert Petrilli at rpetrilli@marcelluscoalition.org or 412-706-5173.

TECHNICAL SESSIONS

1. “A Technical Session Topic of Your Choosing”
   This is an opportunity for you to select a topic and provided a title, short description and session format. Please submit to the MSC for consideration with the sponsorship form.

2. ePermitting: Utilizing PA DEP’s New Systems
   Over the last several years, industry regulations, permitting and requirements have become more stringent and complex. Recently, Pennsylvania adopted electronic permitting for all required industry permits including ESCGP-3, eWell, Wetland/Stream and Air Quality. This session will provide an overview on the new electronic permit processes and the updated requirements.
   ➢ Suggested Session Format: Excerpt Lecture or Panel

3. Technology Showcase
   The annual Technology Showcase provides suppliers of emerging technologies an opportunity to introduce their innovation to the natural gas producer, midstream/pipeline, downstream and service community. The MSC Research Collaborative solicits applications for these technologies and awards top applicants with an opportunity to present.
   ➢ Suggested Session Format: Workshop / Demonstration

4. Plugging the Past: Orphaned and Abandoned Wells in Pennsylvania
   According to state records, Pennsylvania has thousands of abandon and orphaned oil and gas wells that need to be plugged properly. This session will feature experts that discuss the issue and how an industry / agency partnership has developed to plug these wells.
   ➢ Suggested Session Format: Expert Lecture or Panel

5. Weathering the Grid: The Reliability of Natural Gas During Extreme Weather
   This winter the country experienced a series of extreme events all over the country. While other energy sources faltered, natural gas provided a reliable fuel source during these extreme weather events, even in Texas. During this session experts will discuss the reliability of the grid and what must be done to avoid issues during future extreme weather events.
   ➢ Suggested Session Format: Expert Lecture, Roundtable or Panel

6. “Net Zero” Emissions: Calculating, Capturing and Controlling From a Technical Perspective
   Over the past several years industry innovation has led to a reduction in emissions, through leak detection and repair of facilities, as well as capturing fugitive emissions. Additionally, Pennsylvania and other states have developed more stringent regulations to reduce emissions. In combination, companies are utilizing new technologies to achieve “net zero” emissions while still producing record levels of natural gas. This session will feature experts that will discuss this evolution and the use of technologies to achieve it.
   ➢ Suggested Session Format: Expert Lecture, Roundtable, Thinktank or Panel

7. SRBC and the Natural Gas Industry: Operating Together
   Shale gas development began in the Susquehanna River Basin in 2008. SRBC implemented a program that monitors the development and a process for the use of water within the basin. They have issued several monitoring reports over the years which have shown no discernable impacts to the water and resources within the basin. This session will feature experts from industry and the SRBC that will discuss how a successful partnership developed since drilling began in 2008.
   ➢ Suggested Session Format: Roundtable or Panel
8. **Threatened & Endangered Species: Tracking Birds, Bats, Butterflies and Bees**
   This session will focus on the protection of threatened & endangered species during industry activities. Agency and industry experts will share updated information for how these species are identified, tracked, and protected. Over time new innovations and tools have been developed to protect these species.
   ➢ Suggested Session Format: Roundtable, Thinktank or Panel

9. **Mechanical Well Integrity Assessments: “Perfing”, Squeezing and Producing**
   In 2011 the Pennsylvania Department of Environmental Protection updated the subsurface regulations specific to unconventional drilling. In 2014 they developed a process for industry Mechanical Well Integrity Assessments to be collected on a quarterly basis and submitted yearly. This process has helped to identify specific issues with layers of cement and steel constructed for each well. Industry has developed new technologies to remediate these issues during construction, prior to the well coming online. Agency and industry experts will discuss the process and the new innovations being utilized in the field.
   ➢ Suggested Session Format: Expert Lecture, Panel or Roundtable

10. **Induced Seismicity: How is it Caused, Measured and What do you Feel?**
    Numerous human activities result in induced seismicity. It is important to understand how induced seismicity is caused, measured and felt before making a connection to operations of the oil and gas industry, specifically underground injection wells and hydraulic fracturing. This session will cover the basics of induced seismicity and specifically the connection to the oil and gas industry. In addition, technical experts will explain maximum moment data from microseismic analysis performed in the field.
    ➢ Suggested Session Format: Expert Lecture or Panel

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**PUBLIC AFFAIRS SESSIONS**

1. **“A Public Affairs / Legal Session Topic of Your Choosing”**
   This is an opportunity for you to select a topic and provided a title, short description and session format. Please submit to the MSC for consideration with the sponsorship form.

2. **The Importance of Infrastructure: Getting Gas to Market During a New Administration**
   The new administration has the potential to bring significant changes to the United States’ Energy Policy. The importance of infrastructure will never be more critical and getting domestic resources of natural gas to market will be needed to provide a reliable source of energy and heat throughout the country. This session will showcase industry and policy experts as they focus on the policies of the new administration and how infrastructure can and will be developed.
   ➢ Suggested Session Format: Expert Lecture, Panel or Roundtable

3. **Municipal Ordinances: Mounting Local Government Regulatory Challenges to the Industry**
   This program will provide an overview of the increasingly aggressive (but still uncertain legal authority of) local government efforts to restrict unconventional shale development throughout the Appalachian Basin. It will address the continued fallout from Pennsylvania’s Robinson Township and Ohio’s Munroe Falls decisions, as well as increasing attempts to limit and even ban industry activity through the adoption of “Community Bill of Rights” ordinances and Home Rule Charter referenda.
   ➢ Suggested Session Format: Expert Lecture or Panel

4. **Success Using Social Media: Personal and Professional Brand Creation**
   Having an understanding of the basic concepts and workings of social media is vital to building both your personal and professional brand and communicating effectively. This interactive session will provide an overview of different forms of social media, uses, terminology, examples, and best practices for branding success. This workshop will include both presentations and group discussions to enhance the learning experience.
   ➢ Suggested Session Format: Panel or Roundtable

5. **Communicating Effective Industry Compliance to the Public**
   Since unconventional shale development began in Pennsylvania the natural gas industry has operated at a high level of compliance through a combination of innovation and adherence to Pennsylvania DEP stringent regulatory and inspection standards. One of the largest challenges is effectively communicating this high level of compliance and engaging the public, from local officials to regular citizens. This session will feature public affairs experts that have kick started communication successful campaigns to highlight this compliance effectively.
   ➢ Suggested Session Format: Expert Lecture or Panel
Session Formats

Expert Lecture (60 Minutes)

Expert Lectures are presentations by a SINGLE acknowledged expert in the field who will share conceptual or methodological innovations through a lecture followed by response to audience questions. The lecturer must be able to demonstrate and provide proof of expertise on suggested topic.

Required: 1 Presenter | Optional: PowerPoint; Handouts; Hands-on visual aids

Panel (60 Minutes)

Panels are structured, thematic presentations focusing on an issue facing the field of evaluation. A moderator will introduce two to three panelists delivering coordinated presentations within set timeframes. The moderator will observe each presentation and offer a brief response to the content, and facilitate question and answer at the end of the session. Others employ a more discussion-oriented format with the panelists responding to each other and to audience inquiries throughout the session. The sponsor/moderator is responsible for coordinating the presentations in advance.

Required: 1 Moderator; 2-3 Panelists | Optional: PowerPoint; Handouts; Hands-on visual aids

Roundtable (60 Minutes)

Roundtables are presentations that include in-depth discussion with attendees. Roundtable presentations typically include 45 minutes of presentation on 1-2 pertinent topics, followed by 30 minutes of feedback and engaging in in-depth discussions. Roundtable presenters should bring targeted questions to pose to others at the table and audience in order to learn from and with those attending.

Required: 1 Moderator; 2-3 Presenters | Optional: PowerPoint; Handouts; Hands-on visual aids

Skill-Builder (60 Minutes)

Skill-builders teach a specific skill needed by many in the field and include one or more exercises that let attendees practice using this skill. This session differs from a Demonstration in that attendees will have a hands-on opportunity to practice the skill. Attendees should be ready to get involved as these sessions are not passive, but rather active opportunities for learning.

Required: 1-2 Presenters; Handouts; Hands-on visual aids (for demonstration and attendee use) | Optional: PowerPoint

Think Tank (60 Minutes)

A think tank is a session focusing on a single, pre-determined issue or question. Initially, a subject expert/moderator orients attendees to the issue or question and relevant context. Then, attendees break into small groups to explore the issue or question and finally reconvene to share their enhanced understanding through a discussion facilitated by the subject expert/moderator. The roles of the individual breakout groups will be pre-determined and executed on-site (Will they each address the overall topic or question? A particular facet of the topic or question? Or examine the topic or question from a particular viewpoint?). Each breakout group may have individual facilitators pre-appointed by the subject expert/moderator.

Required: 1 Subject expert/Moderator | Optional: 2-5 facilitators; PowerPoint; Handouts; Hands-on visual aids

Workshop/Demonstration (2 Hours)

Demonstrations are presentations including hands-on visual aids that show how to use or apply an evaluation concept or tool. The presenter will walk attendees through a clear, step-by-step explanation of the concept or tool, how it compares to other evaluation concepts or tools, its strengths and weaknesses, and how it can best be applied. Various workstations manned by subject-matter facilitators may aid in the hands-on learning experience. Question and answer will be facilitated throughout session.

Required: 1-2 Presenters; Hands-on visual aids | Optional: 2-5 facilitators; PowerPoint; Handouts