

## IMAGE 2025 Digital Press Kit

Welcome to the official IMAGE '25 Digital Press Kit. This kit is designed to provide journalists, media outlets, and communications professionals with everything needed to cover, promote, and engage with the International Meeting for Applied Geoscience & Energy (IMAGE).

Inside, you'll find press contacts, official event information, social media assets, interview opportunities, and more. Whether you're attending in person or covering the event remotely, we hope this press kit helps you tell the story of IMAGE '25 — where geoscience and energy professionals connect, collaborate, and shape the future of our industry.

## Media Contacts

### SEG – The Leading Edge

- Steve Brown, Managing Editor
- Email: [sbrown@seg.org](mailto:sbrown@seg.org)

### AAPG – Explorer Magazine

- Brian Ervin
- Email: [bervin@aapg.org](mailto:bervin@aapg.org)

### GEO ExPro Magazine

- Ingvild Ryggen Carstens, Publisher & Managing Director
- Phone: +47 974 69 090
- Website: <https://geoexpro.com/>

### Houston Geological Society (HGS)

- Andrea (Andi) Peoples, Office Director
- Phone: 713-463-9476
- Website: [www.HGS.org](http://www.HGS.org)

### Geophysical Society of Houston (GSH)

- Kathy Sanvido, Web and Membership Manager
- Phone: 281-741-1624
- Website: <https://www.gshtx.org/>

### American Oil & Gas Reporter

- Charlie Cookson, Publisher
- Phone: 1-800-847-8301
- Website: <https://www.aogr.com/>

## Press Credentials Info

Interested in joining IMAGE as Press? Please email Grant Smith ([gsmith@aapg.org](mailto:gsmith@aapg.org)) and Robin Dupre ([rdupre@seg.org](mailto:rdupre@seg.org)) with contact details and credentials for approval.

### What's included with a press pass registration:

- **Included:** Access to technical sessions (presentations, special sessions) and exhibition hall.
- **Excluded:** ticketed events such as luncheons, short courses, workshops. These required a separate paid registration.

## Official Event Overview

- Short Version: **Join us for IMAGE '25**, the world's #1 geoscience event, held **25–28 August** at the **George R. Brown Convention Center in Houston**. This year's theme, *"Building Your Geoscience Success: 5 Years of Discovery & Innovation,"* marks a milestone moment in applied geoscience. **#IMAGE25**
- Long Version: **The International Meeting for Applied Geoscience & Energy (IMAGE) 2025** takes place **25–28 August** at the **George R. Brown Convention Center in Houston**. Co-hosted by SEG, AAPG, and SEPM, IMAGE is the definitive global event for applied geoscience and energy professionals.

Now celebrating *five years of discovery and innovation*, IMAGE 2025 brings together industry leaders, technical experts, students, and researchers under this year's theme:

**"Building Your Geoscience Success: 5 Years of Discovery & Innovation."**

From 1,100+ technical presentations and cross-disciplinary panels to networking hubs, exhibitions, and cutting-edge pavilions, IMAGE continues to shape the future of energy, exploration, and sustainability. **The World's #1 Geoscience Event. #IMAGE25**

## Key Highlights & Story Angles

### Opening Session: Exploration – Dealing with Reservoir Complexities

Kick off IMAGE '25 with a forward-looking discussion on one of geoscience's greatest challenges—untangling complex reservoirs. Top global experts will explore innovative techniques, multidisciplinary workflows, and success stories that are redefining subsurface exploration. This session sets the tone for the conference with actionable insights into today's evolving energy landscape.

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### Discovery Thinking Forum

A perennial IMAGE highlight, this forum celebrates creativity and technical innovation in geoscience. Learn from renowned explorers and discover the technologies and thinking behind major discoveries. This year's focus: how breakthroughs in AI, machine learning, and subsurface imaging are unlocking new reserves in mature and frontier basins alike.

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### Mergers & Acquisitions Uncovered: Market Trends, Deal Execution, and Career Paths in Oil and Gas A&D and Private Equity

This special session unpacks the changing face of asset deals and private equity's growing role in energy. Panelists will share behind-the-scenes perspectives on deal strategy, execution, and the career tracks that lead to success in M&A and A&D. Ideal for geoscientists looking to expand their understanding of the business side of the industry.

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### New Energies & Energy Transition: CCS Economics, Environmental Aspects, and Regulatory Frameworks

Explore the financial, environmental, and legal considerations shaping the future of carbon capture and storage (CCS). Leading experts will address the economic feasibility of CCS projects, permitting pathways, ESG expectations, and global regulations in this critical component of the energy transition.

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### Geothermal Hub

The Geothermal Hub at IMAGE '25 is your destination for all things heat beneath your feet. Discover real-world case studies, the latest in reservoir modeling, and how geoscientists are transferring oil and gas expertise to this rapidly scaling renewable resource. Hosted within the exhibition, the Hub features panels, networking, and interactive demos.

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## **Wood Mackenzie Inaugural Events**

Join us for Wood Mackenzie's debut session at IMAGE—an exclusive C-suite strategic panel examining macroeconomic trends, capital flows, and investment priorities in energy. Timed with the first day of technical sessions, this high-level forum promises insights that connect geoscience with strategy.

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## **Diversity, Equity, and Inclusion Initiatives**

IMAGE '25 continues to elevate voices and foster inclusion with dedicated DEI programming. Through panels, meetups, and spotlight events, we're advancing equity and representation across geoscience disciplines and career stages.

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## **Digitalization in Geoscience**

From AI and machine learning to real-time analytics and digital twins, explore how digitalization is revolutionizing geoscience workflows. These sessions cover cutting-edge tech deployments in exploration, reservoir management, and operational efficiency.

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## **Near-Surface and Carbon Management**

Sessions in this track focus on shallow geophysical applications—from archaeological studies to site characterization—as well as innovative approaches to managing carbon emissions. Expect insights from environmental geoscientists, regulators, and project developers.

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## **Global Energy Opportunities Pavilion Spotlights**

These curated sessions offer a window into regional trends, cross-border projects, and emerging plays. Get strategic overviews of global investment opportunities, licensing rounds, and partnership models from government agencies and operators.

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## **Society Central**

Society Central is your connection point for SEG and AAPG programs. Learn about membership, professional development, committee opportunities, and how to get involved in advancing geoscience through both societies.

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## Gathering Place

Recharge, reconnect, and relax. The Gathering Place is your casual networking hub featuring initiatives from Young Professionals, DEI, Women's Networks, and Veterans in Geoscience. Stop by for conversation, coffee, and community.

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## Inside IMAGE Podcast

Live from the show floor, tune into Inside IMAGE—presented by Seismic Soundoff—as host Andrew Geary interviews leaders across geoscience. These conversations provide a behind-the-scenes look at technical themes, big ideas, and the people driving change in the geoscience world.

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## Pause 4 Paws

Need a break from sessions? Head to Pause 4 Paws Relaxation Dog Park, sponsored by SM Energy, and cuddle up with rescue dogs from the Houston Humane Society. This attendee favorite supports adoption awareness and mental well-being during a busy conference.

## Approved Images & Logos

[Download HERE](#)

## Social Media Info

### Follow IMAGE '25 on Social Media

Stay connected with behind-the-scenes content, speaker highlights, and onsite action.

- Facebook: [facebook.com/IMAGEMeeting](https://facebook.com/IMAGEMeeting)
- X (formerly Twitter): [x.com/IMAGE\\_Houston](https://x.com/IMAGE_Houston)
- LinkedIn: [linkedin.com/showcase/seg-image-event](https://linkedin.com/showcase/seg-image-event)
- Instagram: [@image\\_meeting](https://instagram.com/image_meeting)
- TikTok: [@imageevent](https://tiktok.com/@imageevent)

Use hashtag #IMAGE25 to join the conversation and share your experience.

## Onsite Interview Opportunities

Please coordinate with Robin Dupre, Marketing Director, SEG, or Nicole Braley, Head of Marketing, AAPG.

## Fact Sheets & Backgrounders

### About SEG and AAPG

The **Society of Exploration Geophysicists (SEG)** and the **American Association of Petroleum Geologists (AAPG)** are two of the world's leading professional societies in geoscience, dedicated to advancing science, supporting professionals, and fostering innovation across the energy sector.

- **SEG's Mission:** To connect, inspire, and propel the people and science of geophysics through knowledge sharing, innovation, and collaboration for a better world.
- **AAPG's Mission:** To advance the science of geology, foster scientific research, and promote technology and professional well-being in the petroleum and energy industries.

Together, SEG and AAPG have built a unified platform to support geoscientists at every stage of their careers, from exploration to energy transition and beyond.

### Membership and Global Reach

- **SEG Membership:** 11,000+ members strong across 114+ countries
- **AAPG Membership:** 14,000+ professionals and students globally
- **SEG Global Offices:** Tulsa (HQ), Houston, Dubai, Kuala Lumpur, and Beijing
- **AAPG Global Offices:** Tulsa (HQ), Houston, Dubai, and Bogotá
- **Global Influence:** Members represent academia, government, and industry across the oil and gas, mining, geothermal, environmental, and carbon management sectors.

### About IMAGE: 5 Years of Impact

Launched in 2021 through a historic collaboration between **SEG**, **AAPG**, and **SEPM (Society for Sedimentary Geology)**, the **International Meeting for Applied Geoscience & Energy (IMAGE)** emerged as the premier event for applied geoscientists worldwide.

Now in its fifth year, **IMAGE '25** (25–28 August at the George R. Brown Convention Center in Houston, Texas) continues to raise the bar, combining technical excellence with global networking and cross-disciplinary collaboration.

### By the Numbers:

- Attendance growth year-over-year, with **7,800+ attendees in 2024**
- **1,100+ technical presentations** expected in 2025
- Robust exhibition hall and dedicated pavilions
- Cross-sector engagement across oil and gas, mining, geothermal, CCUS, digitalization, and new energies

### Why IMAGE Matters:

Born out of necessity during a time of industry transformation, IMAGE unified the geoscience community under one powerful platform. Over five years, it has become the go-to event for exchanging ideas, unveiling breakthroughs, and building the future of applied geoscience and energy innovation.

