

THE WAY AHEAD™

Invites You To Submit an Article



The Way Ahead (TWA) is written by and for young professionals in the energy industry. Articles should deliver in-depth insights that expand readers' understanding through informative analysis, historical context, interpretive perspectives, behind-the-scenes looks—or a combination of these approaches.

Authors are encouraged to draw on their experience, observations, research, and data to provide SPE members with content relevant to their professional roles across SPE's disciplines: completions, data science and engineering analytics, drilling, HSE&S, management, and production and operations.

Examples of *TWA* "top hits" include:

Top 7 Open-Source Simulators in Petroleum Engineering: A Good Start for Students and Young Professionals

The Antitrust Legacy of Standard Oil in Today's World

Petroleum Engineers in the Age of AI: Adapt or Become Obsolete?

Retaining the attention of readers/viewers is especially important in online/digital content. People scroll on desktops and mobile devices and quickly identify articles of interest ... or keep scrolling.

Tips to "Slow the Scroll"

- Top load your piece. Make sure your opening paragraph includes the key focus of your feature. Readers' attention spans are short, and remember you are writing for them, not for you. Make sure to try and grab their attention right from the get-go.
- Focus less on the "why" than the "how." Focus on what various stakeholders should do differently to achieve results. Don't let the problem statement take over the article.
- Lessons learned are useful to our community. Focus on the lessons learned that could be applicable elsewhere. Both successes and failures offer lessons learned.

How To Submit Your Article

Send a brief description of your proposed article to Megan Couch, *TWA* Content Manager/Editor, mcouch@spe.org.

After review of your description, generally within one week, you will be contacted. If accepted, a publication date will be scheduled to allow you adequate time to write the column, clear for any approvals required on your end, and for *JPT's* review.

- Submit the column as a Word document
- Word count: 2,000 max
- Figures/photos: 3-4
- Include links to references (e.g., OnePetro technical papers, reports, etc.). Do not use numbered superscript footnotes.
- Bio of ~50 words for author(s) and headshots, which will accompany the feature.
- *TWA* editors review all submissions for clarity, and will fact check and copyedit to comply with our style guide. All submissions are subject to the SPE's **AI-generated content policy** and *TWA* reserves the right to reject submissions that do not meet our editorial standards, including those that do not demonstrate originality, practical relevance to the upstream oil and gas sector, or value to practicing petroleum engineers and other technical professionals. We encourage contributors to submit work that reflects their own expertise, analysis, and perspective. Any substantial changes are cleared with authors before publication.