

Perth, Australia (ABN Newswire) - MONTHS of research and in-depth discussions with oil and gas industry leaders like [Woodside Petroleum Ltd.](#) (ASX:WPL), and the Australian and Western Australian Government has helped shape a new look AOG Exhibition & Conference (AOG) in 2017.

Dubbed 'the oil and gas event the industry built', AOG will return to Perth Wednesday 22 February to Friday 24 February 2017, the 36th year of the event.

Taking into account the significant changes that have occurred in the oil and gas sector on the back of depressed commodity prices, AOG organiser Diversified Communications undertook unprecedented discussions with key industry participants after AOG 2016.

The future direction of the industry and what event activities participants and attendees are looking for were some of the key areas of feedback, in addition to a powerful vote of support from key stakeholders within industry and government.

"This has been a remarkable opportunity for us to hear first-hand from those working at the coal face about where they believe the local oil and gas sector is heading in the short term and what they value most from major events like AOG," AOG Event Director at Diversified Communications, Bill Hare, said.

The most noticeable change is the decision to remove the traditional two-day conference and to replace it with a range of high-level forums over three days.

"We really took the feedback we received from the industry on board and you will see some really exciting adaptations to the AOG format in 2017," Mr Hare said.

Forums will be staged right on the exhibition floor - with AOG placing a major focus on collaboration and innovation between all industry participants.

With content shaped by input from industry - in particular AOG's high profile content committee members - the three forum topics selected for 2017 are collaboration, knowledge and the subsea sector.

"We've already had really positive feedback for this innovation," Mr Hare said. "Exhibitors in particular are really impressed by the fact that there will be such a dynamic range of activities on the Expo floor, ensuring strong interaction between forum attendees and exhibitors."

Hosted by Woodside, NERA, Accenture and the WA Department of Commerce, the Collaboration Forum will focus on enhancing collaboration between operators, contractors and the supply chain, driving greater understanding of challenges and access to opportunities.

The Subsea Forum - held in conjunction with the Society for Underwater Technology (SUT), Subsea Energy Australia (SEA) and Subsea UK - will focus on how the Australian Subsea industry adjusts to the challenges and opportunities in the current market.

Finally the Knowledge Forum aims to educate, inspire and inform delegates by bringing specialised industry sectors together to discuss the latest techniques and technology that will enable the industry to overcome both current and future challenges.

Significantly, the Forums will be free to attend, with Diversified supporting the industry's desire to reduce costs in a 'lower for longer' oil price environment.

For further information visit <http://aogexpo.com.au/>

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