



Press Release – Monday, 20th October, 2008

Energy - Oil & Gas

## **A Global Communications Campaign to Recruit 1,000 Engineers and Technicians**

**The Geoservices\* Group, global leader in Mud Logging and No. 2 worldwide in the Well Intervention market (5 000 employees in 53 countries – USD 416 million turnover in 2007), is launching a communications campaign worldwide to boost its recruitment.**

Due to its recent strong growth, Geoservices has to recruit 1,000 new employees over the coming year. The profiles sought are young graduates (engineers and technicians) specialised in geology, physical measurement, chemistry, mechanical and electrical engineering... for the Mud Logging and Well Intervention business segments. Geoservices recruits staff of all nationalities throughout the world, from all countries. International mobility and fluency in English are of course essential requirements.

To meet its recruitment needs, Geoservices will use all its internal communications media (company magazine, posters, intranet, referral campaign, details of positions to be filled) and external communication via job boards, recruitment fairs in France and abroad, and advertising in newspapers worldwide.

The campaign will be accompanied by a competition on Facebook that will make use of a learning game. Finally, Geoservices will develop the "Careers" page of its website to present opportunities and attract new talent from both beginners and the experienced.

### **Geoservices promises adventure**

Communication is a way to make a difference in a very buoyant market. In a campaign created by the ORC agency (employer image & strategies), leader in France in communication for human resources, Geoservices opted to promote the "adventure" side of its activities. The slogan for this global campaign is: "For adventurers only". To give strength to this promise, Geoservices seeks to open a less technical dialogue by communicating a more emotional and exclusive message to its future employees. This message is situated more in the realm of passion than that of expertise and technology that usually characterize this oil services group.

Campaign presentation : <http://www.geoservices-recruiting-campaign.com/>

#### **(\*) About Geoservices :**

Geoservices provides a range of high value-added oil field services that help evaluate hydrocarbon reservoirs and optimize field exploration, development and production. It serves oil and gas companies worldwide through a network of bases in 53 countries, covering all the main areas where oil or gas is to be found. Its services include Mud Logging (world leader), Well Intervention (n°2 worldwide) and Field Surveillance.

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