



## Introduction

This report on the 2010 Enform Petroleum Safety Conference is provide to you – our association members, guests and participants – the results of our conference survey in the spirit of openness and transparency. Most of the information you see here is a direct result of the feedback we received from PSC attendees via our online survey. Thank you all for taking time to assist us with your valuable input.

The theme of this PSC was *“Leadership: The Business of Safety.”* By all standards, the 2010 Enform Petroleum Safety Conference was a resounding success. The conference started with two days of workshops on five different subjects with 134 attendees. Several of the workshops were 100% full. The official PSC two-day program was packed with strong speakers, including Lyn Heward, Creative Director, Cirque du Soleil, Jim “Murph” Murphy, President and Founder, Afterburner Inc, Billy Robbins, *Hooked on Safety*, and Mark Moroney, *Jason’s Story*, along with a host of other impressive individuals.

Here are just a few of the key indicators by which we can measure the impact of this conference.

- 87% of 2010 attendees rated the conference as either excellent or good.
- The speaker program was given a strong rating of 86% as either excellent or good
- Three primary reasons why this conference is valuable to attendees and the industry:
  1. Quality of speakers
  2. Networking
  3. Trade Show
- Direct feedback such as that listed below provided further clarity on the value.
  - *“It is wonderful how openly this industry shares safety and best practices.”*
  - *“If there is only one conference to focus on per year, this would be the one.”*
  - *“There is a reason why there is a 5 year waiting list [for the tradeshow]. It is the best conference I have attended in years from an exhibiting perspective. We will keep coming back and hopefully go to your other shows.”*

## **Comprehensive Analysis of the 2010 Enform Petroleum Safety Conference**

### **Overall Analysis and Comparison**

- Coming out of a downturned economy and with low attendance in 2009, we can unequivocally state that the attendance at the 2010 PSC was very impressive.
- The total number of attendees, including delegates, students, VIPs and conference staff, media, exhibitors and visitors, was 1,354 people in 2010, compared with 1,099 in 2009. This shows an increase of 23%.
- Delegate attendance in 2010 was up 113 people (18% over 2009).
- Exhibitor representatives in attendance increased by 98 people (up 25% over 2009).
- For the first time we utilized a 'student pass' at a reduced price.
- We also utilized 'Visitor Passes' for the first time this year and had 21 visitors in attendance (people who came to attend the trade show only).

### **Cost of Attending the PSC**

- 87% of survey responders said the conference was priced "about right."

### **Sponsorships**

We had eight Platinum, seven Gold, six Silver and seven Bronze sponsors. This is one more example of a success story for 2010. Thank you to all of our sponsors.

### **Attendee Analysis**

When comparing the roles of all attendees we found that

- 69% were delegates
- 20% exhibitors
- 11% "Others" category
- Attendees ranged in age from less than 25 years (2) to more than 56 years of age (31). 88% of the delegates spanned a 30-year age group from 25 – 55.
- 88% of attendees call Alberta home. 3% came from British Columbia, and 4% from Saskatchewan. People also came from Manitoba, Nova Scotia, USA and Mexico to attend the conference.

### **Workshop Feedback**

- 84% of workshop attendees rated the sessions as either excellent or good.

### **Classification of Employment**

Regarding classification of employment for attendee, we found that:

<b>Employment Sector</b>	<b>Job Position Held</b>
<ul style="list-style-type: none"><li>• 39% work for an operating company</li><li>• 21% work for a contracting company</li><li>• 19% classified themselves as "other"</li><li>• 11% were consultants</li><li>• 4% work for government agencies</li><li>• 3% work in the construction sector</li></ul>	<ul style="list-style-type: none"><li>• 53% of attendees were HSE professionals</li><li>• 13% held management positions</li><li>• 12% classified themselves as "other"</li><li>• 7% worked in production operations</li><li>• 7% came from the drilling and well servicing sector</li><li>• 3% were from manufacturing</li><li>• 1% came from oil field construction</li><li>• 1% were engineers</li></ul>

### **Supervisor, Manager or Executive Summary**

Of those people who completed the survey, we found that:

- 77% of all attendees are in formal leadership positions.
- Of that number, 70% were mid-level supervisors/managers or executives.
- In addition, we had 28 who classified themselves as Executives.

We are very pleased with the attendance of so many leaders. Our attention the past few years has been on leadership as the key to improving industry safety performance.

### **Quality of the 2010 Petroleum Safety Conference**

87% of attendees rated the conference as either excellent or good.

### **Highlights of the PSC**

In the survey there was a section that asked the question *"What did you like most about the conference and trade show?"* Responses told us that the following four factors were most important to attendees:

1. Quality of speakers
2. Networking
3. Venue in Banff
4. Trade Show

### **Trade Show Exhibitors' Feedback**

Exhibitors told us that the three most important reasons they like to/want to exhibit at the PSC are:

1. It provides the audience we want to reach.
2. Networking opportunities.
3. The chance to exhibit new products or technology.

Enform wishes to express our sincere appreciation to our associations for their support, as well as to industry members for their faithful attendance at the Enform Petroleum Safety Conference over the years. Without you, this conference would not be possible.

We also wish to express our appreciation for everyone who worked behind the scenes to help make this conference a success.

Sincerely,

Richard Ogilvie  
Vice President  
Corporate Services

Lloyd Harman  
Vice President  
Safety Services