

## Why Attend PPDM Events?

Keeping the data management community together and strong is an essential part of the Professional Petroleum Data Management (PPDM) Association's mandate. An integral element of this mandate are PPDM's annual global events, including our new two-day Expo, traditional two-day Symposia, one-day Workshops and Luncheons. These events are specifically designed to facilitate collaboration, build community, promote knowledge sharing and promote data management as a career destination.

PPDM Events are designed to build the data management community while covering event costs. PPDM Association events are an excellent opportunity for individuals in the petroleum data management industry, from Data Analysts to CEOs, to find out what is new in the industry, share experiences and knowledge, and network with peers and colleagues. Our conferences are more than just update to our data model, but an opportunity to be a part of the growing data management community and keep up to date with the latest and greatest. Through generous sponsors, we have also greatly reduced the registration costs and make our events even more affordable for attendees during these tough times.

## Who attends PPDM Events?

You will find a wide variety of data management professionals at a PPDM Association conference, and many at senior levels. Most commonly you will find the following professionals in attendance:

- Data / Information Architects
- IT Managers
- Data Analysts
- Data Managers
- Business Development Managers
- Directors, Principles & Advisors
- Research Analysts
- Students
- Technicians
- C-Suite
- GIS Analysts
- Geophysicists
- Geoscientists

In 2019 we saw record attendance at many of our events as our community continues to grow. During 2019 our data management (Expo, Workshops, Symposia and Luncheons) events saw these major groups of attendees:

- 36.07% attendees from Operators
- 27.35% attendees from Consultants
- 20.19% attendees from Vendors
- 7.54% attendees from Regulators, Governments and students



While we have a variety of attendees from around the industry and all levels of organizations, our attendee's position titles are primarily:

- 26.84% Managers, Principals and Directors
- 38.31% Analysts, Coordinators, Technicians
- 9.72% Executives (C-Suite)

## **Letter to Management**

Please feel free to use the letter on the next page to help present to your Management why attending a PPDM Event is worthwhile for you professionally. Present this letter to your manager along with the detailed agenda and list of Exhibitors and sponsors.

For more information to help you make the case to your management, or for letters of invitation, please contact [events@ppdm.org](mailto:events@ppdm.org).



Date

Dear <Manager>

I would like to attend the Professional Petroleum Data Management (PPDM) Association <Event Name>, which will be taking place <Event Dates>, in <Location>.

PPDM Events are well respected within the industry and are essential for petroleum data management professionals to keep us current with what's new in the industry. This year's agenda focuses on < insert specifics> that are very relevant to my job challenges right now.

This event features many industry guest speakers, professional development discussions and interactive discussions that will greatly benefit my work. <give specific program information and agenda> For example, the presentation <insert presentation name>, will help me <insert skills> and make it more efficient.

Networking with the attendees and tradeshow exhibitors will prove to be invaluable for me. I plan to visit three key exhibitors/sponsors at the conference < insert 3 sponsor/exhibitor names> to help assist me with <our current challenges (insert your own) >.

You are welcome to check out the event website at [www.ppdm.org](http://www.ppdm.org). The cost to attend the event will be the registration fee, travel expenses, and hotel. The registration includes meals during the day along with networking receptions.

The total cost for the conference is <fill in blank>. The detailed cost breakdown is listed in the paragraph below.

Here is my estimated breakdown of event costs:

- Event Fee:
- Airfare:
- Transportation to and from Venue:
- Hotel:
- Meals:
- Total :

I am confident you will see this as a worthwhile investment. It is an opportunity for me to network with industry colleagues and vendors, attend invaluable educational sessions and gain specific industry knowledge. My attendance at this event is a wise investment and will pay off for years to come.

Sincerely,