The Society of Exploration Geophysicists unveiled a plethora of experience-enhancing features during the SEG International Exposition and 84th Annual Meeting held 26–31 October in Denver, Colorado. The Annual Meeting’s regional focus was Pacific/Asia with activities including a special global session dedicated to geophysics in the area and an International Reception celebrating the region’s SEG Sections and Associated Societies.

**ATTENDANCE**

8,540 industry professionals, academicians, and exhibitors

978 students

replicating 72 countries

34% of attendees from outside US

**TOP 10 COUNTRIES REPRESENTED**

1. US
2. Canada
3. China
4. UK
5. France
6. Norway
7. Brazil
8. Nigeria
9. Australia
10. Netherlands

**EXPOSITION**

373 exhibiting companies

143,800 sq ft floor space — nearly equal to the record 144,100 sq ft for the 2013 SEG Annual Meeting in Houston

31% percent growth in sponsorship

“It’s global participation, it’s the best way to reach out to our customers worldwide. This is one of Paradigm’s premiere events for the year.”

—Carmen Comis, Director of Field Marketing, Paradigm Geophysical

“It’s a one stop shop to meet all your clients that you wouldn’t normally see. Brilliant networking opportunities.”

—Ben Dighton, Sales and Marketing Manager, Seabed Exploration

“I always go to SEG. Many relationships turn into friendships, then blossom into partnerships. It allows us to do big deals at SEG.”

—Larry Rice, Lead Sales for Global Oil & Gas, Hitachi
EXHIBITORS
New services for exhibitors included an onsite exhibitor-rebooking booth for the 2015 SEG Annual Meeting in New Orleans where a digital exposition floor plan for New Orleans enabled exhibitors to view their placement in real time as they booked space. More than 85 percent of Denver exhibitors rebooked for the New Orleans meeting, scheduled 18–23 October 2015. Eighty-nine percent of exhibitors expressed high satisfaction with the rebooking process according to an onsite survey.

TECHNOLOGY
Technology improvements included a concurrent virtual trade show with live online streaming of several technical sessions, facilitating participation by geoscientists worldwide as well as onsite. Session recordings and the 2014 virtual trade show are available online at www.seg.org/am until April 2015.

The SEG app for smartphones was expanded in 2014 to allow technical papers and SEG events to be displayed, as well as exhibitor presentation schedules. An interactive exposition floor plan was also included in the app. Large interactive way-finder screens were also utilized.

ATTENDEES
Self-serve kiosks for check-in and badge printing were a huge improvement that drew 97 percent attendee approval according to an onsite survey.

A Members-Only Reception was added to the program to introduce the Society’s new Member Services Manager, Diane Pressel, and emphasize SEG’s renewed commitment to its members and Annual Meeting attendees.

This was also the first year SEG provided child care for the children of its attendees, an initiative of the SEG’s Women’s Networking Committee.

All of these new dimensions of the 2014 SEG Annual Meeting were reflections of the conference’s theme — “CONNECT. INSPIRE. PROPEL. CLIMB.”

“It was time we reacted to both industry advances and the requests of our attendees. We worked hard to add a host of enhancements and features for our attendees, near and far. We want our members to know we are listening to them and appreciate their input and support.”

–Melanie McGuire, SEG’s new Senior Manager of Conventions and Meetings Operations
EDUCATION

TECHNICAL PROGRAM

1,649 abstracts submitted
589 oral sessions
285 e-posters
119 posters

CONTINUING EDUCATION AND POSTCONVENTION WORKSHOPS

16 continuing education courses
21 postconvention workshops

SPECIAL SESSIONS

As in previous years, special dedicated sessions to complement the Technical Program were included:

▲ Marine Environmental Issues
Organizers: John Young and Mary Jo Barkasi

▲ What Can Microseismic Data Say about Fluid Flow?
Organizers: Hugues Djikpesse and Oleg Poliannikov

▲ AGU-SEG Hydrogeophysics
Organizers: Kristina Keating and Ryan Swanson

▲ Recent Advances and the Road Ahead
Organizers: Sergio Chávez-Pérez and Oswaldo Davogussto-Cataldo

▲ Invited Papers from URTeC 2013
Organizers: John O’Brien, Ken Beeney, R. Randy Ray, and Doug Valleau

▲ Special Global Session: Pacific/Asia
Organizer: Jason Criss

SEG 2014 DISTINGUISHED INSTRUCTOR SHORT COURSE (DISC)

Microseismic Imaging of Hydraulic Fracturing: Improved Engineering of Unconventional Shale Reservoirs
Speaker: Shawn Maxwell
OPENING SESSION AND PRESIDENTIAL ADDRESS

Rutt Bridges chaired the Forum and Opening Session which featured a State-of-the-Society address by SEG President, Don Steeples, and then transitioned to the topic of “Threats and Opportunities: Disruptive Innovation in Oil and Gas.”

APPLIED SCIENCE EDUCATION PROGRAM

ASEP featured a presentation by Robert Raynolds titled “Flourishing in the Anthropocene: The science challenges.”

GUEST/SPOUSE PROGRAM AND TOURS

The Guest/Spouse Program was a huge success with a variety of exciting and entertaining events. The program consisted of an intriguing seminar schedule in the Guest/Spouse suite and great entertainment at the Spouse Program Luncheon. For the first year ever, all optional tours were sold out! Highlights included high tea at a historic Denver landmark, a brewery tour, a hiking trip into the foothills of the Rockies, and a behind-the-scenes tour of the Denver Performing Arts Complex.

LUNCHES

In addition to the many educational opportunities offered, there were special-interest breakfasts, luncheons, and receptions offering opportunities to be more engaged in targeted technical areas or with a particular region of the globe.

▲ Women’s Networking Breakfast
   The SEG Women’s Network hosted the 4th Annual Networking Breakfast featuring a keynote speaker followed by facilitated roundtable discussions.

▲ GAC Latin America/ULG (Latin American Geophysical Union) Luncheon
   GAC Regional Coordinator: Gustavo Carstens
   Speaker: Magda Maria de Regina Chambriard
   Topic: Expanding diversity in Brazil

▲ GAC Europe/FSU Luncheon
   GAC Regional Coordinators: Shezana Komatina-Petrovic and Eugenio Loinger
   Speaker: Paolo Dell’Aversana
   Topic: A bridge between geophysics and digital music

▲ GAC Pacific/Asia Luncheon
   GAC Regional Coordinators: How-Wei Chen, Asia; Toshihiro Uchida, Pacific; and Koya Suto, Australia
   Speaker: Greg Street
   Topic: Barriers to adoption of geophysics

▲ GAC Middle East/Africa Luncheon
   GAC Regional Coordinators: Bill Ayers and Ram Kumar Thakur, Middle East; and Adefela Aranmolaran, Africa
   Speaker: Tariq A. Alkhalifah
   Topic: Science and technology in the Middle East: are we that far behind?

▲ Near-Surface Geophysics Luncheon and Reception
   Speaker: Jan van der Kruk

▲ Gravity and Magnetics Luncheon
   Organizers: Gerry Connard and Vsevolod Egorov
   Speaker: Richard Blakely, USGS
   Topic: Tectonic links between Cascadia’s backarc and forearc; applying lessons from Christchurch, New Zealand, to the Pacific Northwest, USA
The SEG Student Pavilion presented students the opportunity to connect with seasoned professionals, be inspired by the latest industry methodologies and technologies, and propel their future by interacting with recruiters and career coaches. This year’s Student Program also helped students climb to new heights with many exciting educational and entertaining activities for gaining up-to-date knowledge and skills for pursuing careers in geosciences and the engineering industry.

Highlights included activities in the Student Pavilion as well as special student workshops and courses, student poster presentations, trial interviews, Exposition Hall tours, Challenge Bowl Finals, and much more!

In addition, the SEG/ExxonMobil Student Education Program—North America, and SEG/Chevron Student Leadership Symposium, two invitation-only, multiday programs were also offered. SEP included lectures and exercises related to geoscience/geophysical work performed in the oil industry. ExxonMobil provided course materials, team exercises, and instructors. SLS is a networking opportunity for 50 current SEG Student Chapter officers and travel grant recipients to connect with one another and build relationships while developing leadership skills. The program included Student Chapter presentations, professional leadership coaching activities, organized team-building sessions, and a strategic problem-solving exercise with SEG leadership.

WEDNESDAY NIGHT WRAP-UP PARTY
The Wednesday Night Wrap-Up Party: A Night at the Museum, chaired by Ray Vogler, was held at the Denver Museum of Nature & Science, where Colorado’s natural beauty and history were on full display.

HIGH PERFORMANCE COMPUTING AREA
This year’s HPC Theater was again coordinated by the Society of HPC Professionals (SHPCP) and sponsored by companies that are key providers of HPC technology to the E&P industry. This dedicated area on the Exposition Floor showcased the latest HPC technology available. The theater used the latest in projection technologies and included a cross section of HPC hardware and software providers serving the industry. Presentations were conducted throughout each day of Annual Meeting.
THANK YOU!

ANNUAL MEETING SPONSORS

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- SeisWare

SILVER

- Alpha Seismic Compressors
- Dawson Geophysical Company
- Digital Realty
- Divestco
- Earth Signal Processing Ltd
- Ecopetrol America Inc.
- Global Geophysical Services
- Geophysical Pursuit
- Halliburton
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TRAINING PROGRAMS
TO MITIGATE ITS EFFECTS.

Returning to the origin
OF THE OFFSHORE ENERGY SECTOR
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the evolution & what’s up next
of seismic & in deep water.

FROM MARINE GEOLOGIC TRENDS
to onshore unconventional plays,
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AT SEG’S INTERNATIONAL EXPOSITION
and 85th Annual Meeting

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