

An Overview of the CGFs Initiative to Advocate for the Value of Geophysics

James Lamb (Sigma).

Summary

The Chief Geophysicists Forum (CGF) is a subcommittee of the CSEG. It is comprised of 65+ senior geophysicists with a close link to management within their organizations, and from a wide range of producing, service, and consulting companies in the Canadian Oil and Gas industry including the U. of C. and SAIT. The group gets together once a quarter to discuss the latest CSEG, APEGA and CAPP news and to tackle issues that could benefit our industry community here in Calgary and beyond.

In 2016 the CGF changed its focus in response to the significant challenges faced by our industry and their impact on the discipline of geophysics. A new mission statement was adopted: "Address technical and non-technical issues that impact the practice of geophysics within the communities we work in." Several actions were initiated by the group, including an article outlining the evolving use and benefit of geophysics in our industry, a list of actions and ideas that members could take back to their respective companies to advocate for the discipline, and knowledge sharing initiatives that show the value of Geophysics.

We continue to evolve our interactions and to focus our efforts on measuring and communicating the business and technical value of geophysics. The CGF will be using our meetings this year to look at specific areas where the application of geophysics has measurable business value and discuss how to expand, promote, and improve these applications.