



# UNCOMPROMISING COMMITMENT TO THE GEOPROFESSIONS



Annual Conference **April 15-17, 2027**  
JW Marriott Parq Vancouver British Columbia, Canada

## CALL FOR KEYNOTE ABSTRACTS

CONFERENCE THEME: **All In – Uncompromising Commitment to the Geoprofessions**

The Geoprofessional Business Association (GBA) invites bold, practitioner-tested keynote proposals for the 2027 Annual Conference that model what it means to go ALL IN—to fully commit to elevating the geoprofessions and geoprofessional value. Keynotes should deliver actionable lessons leaders can apply immediately to reduce loss, grow and optimize their businesses, and develop people at every level—reflecting GBA's North Star to be the preferred source of business and educational resources in risk mitigation, business optimization, and leadership development.

### Why “All In”

“All In” is a leadership stance and an organizational operating system. It echoes GBA's purpose to create value through unique member experiences and resources, and to expand our impact through forward-looking, innovative delivery that elevates the profession. Keynotes should demonstrate decisive commitment and measurable outcomes—showing how firms that go all in on risk, performance, and people outperform those that only dabble.

### Strategic Alignment (What We'll Prioritize)

Proposals must connect clearly to one or more of GBA's 2027+ Strategic pillars and outcomes:

- **Loss Prevention (Risk Mitigation):** Approaches that materially lower claims and incidents, improve contracting and client expectation management, strengthen safety culture, and embed risk-aware decision-making.
- **Business Optimization:** Methods that improve margins and resilience via pricing discipline, service mix, operational excellence, data/AI-enabled workflows, and scalable go-to-market—aligned with GBA's aim to lead with business-performance tools and technology-forward practices.
- **Leadership Development:** Systems that grow people—succession, mentorship, manager capability, change leadership—supporting GBA's commitment to be the most relevant professional development platform for the geoprofessions (Member Success).
- **Elevate Geoprofessional Value:** We especially welcome keynotes that integrate the 2027+ pillars—Member Success, Impact, and Vibrancy—to advance firm capability and elevate geoprofessional value across the industry.

### Priority Keynote Themes & Prompts

Use these as prompts; high-value contrarian or case-driven takes are encouraged.

#### All In on Loss Prevention

- Contracting strategies that prevented seven-figure losses (with playbooks and clauses leaders can adopt).
- Safety culture beyond compliance: leading indicators, micro-commitments, and field-level ownership that move the needle.
- Client selection, scope discipline, and risk communication that avert disputes and reputational harm.

#### All In on Business Optimization

- Pricing, WIP/cash excellence, and PM discipline that reliably expand EBITDA in technical services firms.
- AI & data: practical use cases that de-risk delivery, accelerate analyses, or lift gross margin—without compromising quality.
- Operating models and service diversification that smooth cycles and strengthen competitive position.

#### All In on Leadership Development

- Career architectures, skill pathways, and cohort programs that retain early- and mid-career talent.
- Building manager muscle: coaching, feedback, and decision-making at scale.
- Leading through change—how leaders create clarity, pace, and trust during technology and market shifts.

### What makes a keynote stand out?

- **Proven outcomes:** Show before/after metrics, decision frameworks, and artifacts attendees can reuse.
- **Replicability:** Offer toolkits, checklists, policy examples, or data models others can adopt.
- **Leader-to-leader relevance:** Speak to CEOs, practice leaders, and senior managers responsible for results.
- **Strategic fit:** Make the connection to GBA's 2027+ objectives explicit, not implied.

### Abstract submission requirements. Please submit a single PDF including:

- Proposed keynote title (aim for compelling and concise).
- Abstract (300-400 words) describing the problem, what “All In” looked like in practice, methods, and quantified outcomes.
- Three to five leader takeaways attendees can implement in 30-60 days.
- Evidence of impact (metrics, case snapshots, policies/tools).
- Speaker bio (≤150 words) and up to two prior speaking links or references.
- Strategic alignment statement (≤100 words): name which pillar(s) you advance—Loss Prevention, Business Optimization, Leadership Development—and how the keynote supports Member Success / Impact / Vibrancy.
- Format: Keynotes are delivered in a main-stage, plenary setting. Interactive elements (live polling, short exercises) are welcome if they enhance learning and fit main-stage timing.

### About GBA

GBA elevates geoprofessional value by being the preferred source of risk mitigation, business optimization, and leadership development resources for firms that provide geotechnical, geologic, environmental, construction-materials engineering and testing, civil engineering, earth-science, and related services. We create value through unique member experiences and forward-looking, innovative delivery that reflects the evolving geoprofessions.

### Important Milestones

- Friday, July 31, 2026** Submission deadline
- Friday, August 21, 2026** Notification made to selected presenters
- Friday, September 4, 2026** Final session description and title due
- Friday, February 12, 2027** Preliminary presentation due
- Friday, March 26, 2027** Final presentation due

SUBMISSION  
DEADLINE:  
**FRIDAY  
JULY 31, 2026**



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## CALL FOR ABSTRACTS

Presenter Contact Information  
*(Please provide separate page for each additional session presenter)*

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

### Presentation

TITLE \_\_\_\_\_

ABSTRACT SUMMARY (100-200 words)

### Key Learning Objectives

List 3 key learning objectives that participants will take away from your presentation.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Presenter Biography

Each biography must include: full name, designations, job title, firm name, description of presenter's current role within their firm and services firm provides. In addition, include career highlights, certifications, awards, recognitions, published works, and any public or professional social media profiles.

Include a biography for the main presenter below. Submit a Word document for all other presenters.

BIOGRAPHY (200 words or less)

### Presentation Details

Presentation Length (Select One):  30 min.  50 min.  60 min.

Presentation Format (Describe): \_\_\_\_\_

Ethics Credit Applicable<sup>1</sup>:  Yes  No / GBA Member:  Yes  No

List GBA Committee affiliation (if applicable): \_\_\_\_\_

### Presentation History

Have you made this presentation to others? If so, please identify someone we may contact.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

**Submit to [abstracts@geoprofessional.org](mailto:abstracts@geoprofessional.org) by Friday, July 31, 2026**

<sup>1</sup> Some jurisdictions that require proof of Professional Development Hours (PDHs) require that a certain number are in ethics.