

Society for Professional Data Managers

Annual Report

2021 – 2022

Version	Date	Description	Distribution
0.1	January 2022	Draft	SPDM Board
1.0	January 2022	ISSUE	SPDM Board & Members

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Highlights

The Name of the Society

At its Extraordinary General Meeting in October 2021, members approved the changing of the name of the Society to become the Society for Professional Data Managers. While the new name allows the Society to be inclusive of all those working in energy data, it does not reflect well the energy focus of its membership. Thoughts are welcome on what should be the next step in the evolution of the Society's identity.

Summer Conference & Online 2021

SPDM continued and grew its conference programme to include two fully online events – in June and November 2021.

Over three and five days respectively, and with up to four sessions per day, the events proved highly successful in bringing SPDM members together with expert speakers, and sharing news and topics of interest across the full spectrum of energy data management. They were also supported by a broad team of members, in the Programme Committees, and also acting as session hosts for each day of each conference.

Webinars

The Society continued to run an informal series of webinars, intended to offer a collegiate and welcoming opportunity to discuss matters of interest to the membership and stimulate discussion and debate, albeit the programme was not as active as in 2020.

Webinars are supported through the use of the Society's Slack workspace and Microsoft 365 platform, and members are welcome to contribute talks to (and volunteer to support the Board in delivery of) the webinar programme in 2022.

YouTube Channel

The Society's YouTube channel continues to grow high quality content arising from its webinar and conference programme. While webinar content is available to anyone, conference recordings are not publicly listed, but are made available to Society members as a benefit of members. Over 40 recordings are online to date, covering topics from data meshes through to open data in an NDR setting.

COVID

Despite the many issues caused by the COVID pandemic, the Society has continued to operate and provide value to its members, albeit in a fully online manner. Physical events in 2021 clearly could not be arranged, and while the Society will support partner and member-led physical events in 2022, it will continue meantime to concentrate on its online offerings, to the benefit of all members worldwide.

1 About the Society for Professional Data Managers

The Society for Professional Data Managers is a member-led, volunteer-run professional society established as a not-for-profit organisation, specifically, a “Forening” under Norwegian Law with Organisation Number 920 339 646, whose aims are set out in its Articles of Association, updated in October 2021 as follows:

The purpose of the Society shall be to inspire lifelong learning, advanced knowledge and careers for data managers within the energy and petroleum industry.

The Society shall encourage the professional development of data managers, enabling them to grow their careers and competencies through professional development, community events and meetings.

The Society shall be international and have a global scope and relevance.

The Society shall be a member-driven, non commercial professional society.

More information regarding the Society may be obtained from its website, at www.societypdm.org.

2 Strategic Objectives and Delivery

2.1 Strategic Objectives

The objectives of the Board of the SPDM for 2021 year continued those set in 2020, to establish and grow a programme of activity of interest to professional data managers working in the energy industry.

As COVID restrictions remained in force, these were to be achieved through online interactions between members, via its Slack collaboration space, via webinars, and via two international conferences, one held in the second quarter of the year, and one in the fourth quarter. The Society mentoring service also continued to run and develop in 2021.

Physical events in support of local and regional member groups or run in partnership with other organisations remain of interest to the Society, but were not able to proceed due to COVID restrictions.

Progress on each of these objectives is describe below.

2.1.1 Collaboration Platform

SPDM's Slack Collaboration space remains a free service, operated at no cost to the Society, to enable members and the Board to discuss matters of interest in Energy Data Management, and work together on the Society's priorities. Access to Slack is available via a [link](#) for which the most current version is displayed on the SPDM website.

Except for use during conferences to enable discussion to continue, the collaboration space has been significantly under used by members. Insights are invited into why this is, and if an alternative approach to online collaboration might exist that would prove more useful and engaging to members.

2.1.2 Online Webinars

A reduced series of online webinars was hosted in 2021, consisting of just two presentations. This reflected a lack of Board member capacity to host the webinar series, which is hoped will be remedied in 2022. This may also reflect a general industry weariness arising from time spent under COVID lockdown conditions.

Member participation and support of the webinar programme is encouraged to ensure the delivery of a set of engaging and interactive webinars through the year. Members are encouraged to submit ideas for webinars, and offers to present themselves – these should be sent by email to post@societypdm.com in the first instance.

2.1.3 Physical Events

Due to COVID restrictions, no physical events took place in 2021. The SPDM will provide support to member and partner-led physical events in 2022, including events in partnership with OGUK and ECIM.

Relationships with other local and regional bodies would be welcomed, and the Society Board remains ready to support local 'Meetups' as and when conditions enable such events to take place safely and successfully.

A range of Society support materials are now available to members who wish to arrange them. This includes access to SPDM logos for signage. Marketing materials bearing the SPDM logo, such as stickers and drinks coasters, may be developed as demand dictates.

Once COVID restrictions ease, meetups may be advertised on the SPDM website and via Slack. Members wishing to obtain branded goods should contact post@societypdm.com. Guidance and requirements for the creation of co-branded (sponsored) goods involving the SPDM logo are also available.

2.1.4 Mentoring Service

The Society's Mentoring Services was launched in December 2020, and operated throughout 2021. It is intended to provide support to new entrants to data professions through conversations and coaching provided by experienced members of the community; and to support the continued development of mentors through exposure to fresh perspectives on data issues, and through the educational process.

Anyone interested in becoming a mentor or mentee can find out more about the mentoring scheme on the Society's website.

2.2 Benefits of Membership

The Society aims to provide for its members an active, volunteer-driven programme of events and services. The Society's membership fees are set at a low level to enable membership to be accessible to all, enabling a sense of community and belonging to develop across the Society membership over time.

The key benefit to members is the right to participate in the management and delivery of the Society – to volunteer and participate in committees, and to be elected to the Board of the Society.

We encourage all members to participate as actively as possible in the work of the Society, and to include Society membership as part of their professional credentials.

2.3 The Identity of the Society

The Society was founded to support professional data managers working in the petroleum industry. As a consequence of the energy transition, however, its members and the organisations its members work for have become increasingly involved in data management within the broader energy industry.

Accordingly, in 2021, the Society changed its name and its Articles to enable it to support data managers working across the energy industries – including those involved in wind, carbon capture and storage, and in the growing hydrogen economy.

However, the new name of the Society – the Society for Professional Data Managers – does not reflect the energy industry focus of its members. This was recognised as an issue when the new name was

adopted, and the Board anticipates that a further change in name will be necessary to ensure that the Society's name fully captures the core of its activity and membership.

This matter is expected to be considered at the October Extraordinary General Meeting of the Society. Any member with a view on the current or possible future name of the Society is encouraged to share that view by email to post@societypdm.org, or raise it for discussion via the Society's Slack workspace.

3 Society Governance

3.1 Board Elections

Elections to the Board of the Society for Professional Data Managers took place at an Extraordinary General Meeting on 12th October 2021.

The following were elected to the Board for two years:

- Daniel Brown, OGUK / CDA (Chair)
- Jane Hodson, Premier Oil / OGA
- Ellen Marie Skartveit, NPD
- Patricia Herrera Torres, Independent
- Alan Smith, Luchelan
- Lars Gåseby, ECIM, Deputy Board Member

Accordingly, membership of the Board from October 2021 to October 2022 is as follows:

- Daniel Brown, OGUK (Chair)
- Stephan Gruijters, TNO (Deputy Chair)
- Mark Rae, Shell
- Jane Hodson, Premier Oil / OGA
- Kerry Blinston, CGG / Oasis Group
- Ellen Marie Skartveit, NPD
- Patricia Herrera Torres, Independent
- Alan Smith, Luchelan
- Khushal Adlakha, Cognite, Deputy Board Member
- Lars Gåseby, ECIM, Deputy Board Member

Remaining tenure is as follows:

- Until October 2022: Stephan Gruijters, Kerry Blinston, Khushal Adlakha, Mark Rae
- Until October 2023: Daniel Brown, Jane Hodson, Ellen Marie Skartveit, Patricia Herrera Torres, Alan Smith, Lars Gåseby

The next elections to the Board of the Society are expected to take place in October 2022. Any member wishing to put themselves forward for election to the Board should contact post@societypdm.com in the first instance.

3.2 Membership

On 31st December 2021, the Society had 226 members, of which 43 were students.

3.3 Significant Risks and Issues

The Society remains a young organisation still developing its activities and ways of working in support of the needs of its members. As a fully volunteer-led organisation, the continued existence of the Society is not a given, and strong and active support of members and Board is required to enable the Society to continue to grow and develop.

4 Finances

4.1 2021 Financial Report

The audited accounts of the Society for its 2021 financial year are available as a separate document.

The Society realised a surplus on a cash accounting basis of €128 versus a forecast deficit per the 2021 Annual Plan of €3,359. On a profit and loss basis, however, this is shown as an operating deficit of €3,008 over the year, due to timing differences in payments. The Society's balance sheet remains healthy, however, with NOK 466,432.99 in cash at the start of 2021, and NOK 467,735.17 at year end.

The challenge for the Society in 2022 continues to be to increase attendance and revenue from its events – most likely by exploring sponsorship deals – to ensure it can break even over the year and remain financially self-sustaining.

4.2 2022 Budget

When established, the SPDM received funding from ECIM and CDA to enable its creation and provide working capital to enable its operations, and to enable it to continue as a going concern, with further working capital provided in 2019 and 2020.

In 2022, the Board aims to maintain this working capital intact, except in the circumstances of a failed event or similar venture.

Accordingly, income and expenditure set out for this period arises from membership income, offset by administrative and general expenses as follows:

4.2.1 Membership Income

The membership fee for 2022 will remain unchanged, at €40.

Membership expires at the end of the calendar year in which a member joins, except that members joining on or after 1st October 2022 will remain members until end December 2023.

Membership fees are accounted for on a cash basis in the year in which the fee was paid.

Students may continue to join the Society at no cost.

Membership subscriptions are anticipated from 150 paying members, for a total income of €5,655 (allowing for credit card processing and payment administration fees).

4.2.2 Expenditure

Expenses are anticipated in the following categories, and are unchanged from 2021:

1. Website and IT costs: €2,500
2. Professional services (accountancy and legal fees): €1,200

3. Office and General Administration expenses: €3,400

Total expenditure for 2022 is expected to be €7,100, leading to an expected annual loss (excluding interest payments) of €1,445, before any revenue is calculated from sponsorship.

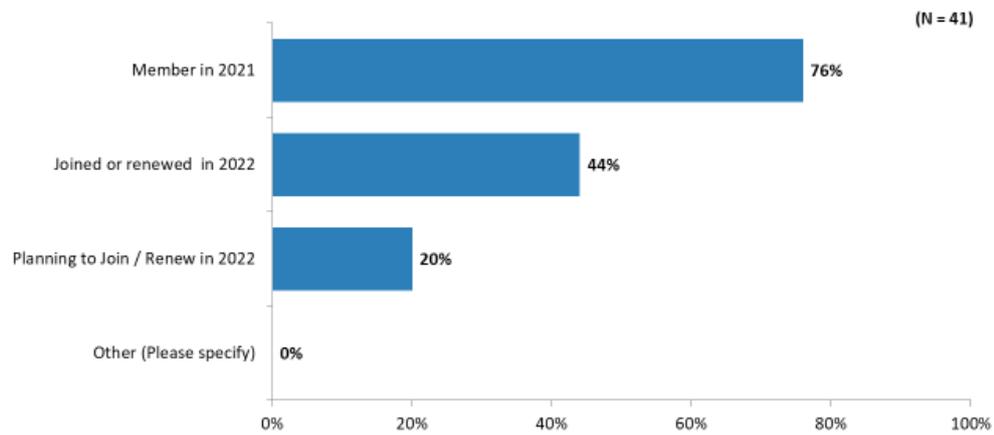
The Board will seek commercial sponsorship for its 2022 events programme, with a view to the Society breaking even, or building a reserve in anticipation of future investments. Sponsorship also benefits the Society from the increased publicity and visibility arising from such relationships, which may lead to increased membership.

Daniel Brown, 31st January 2022

For the Board of the Society for Professional Data Managers

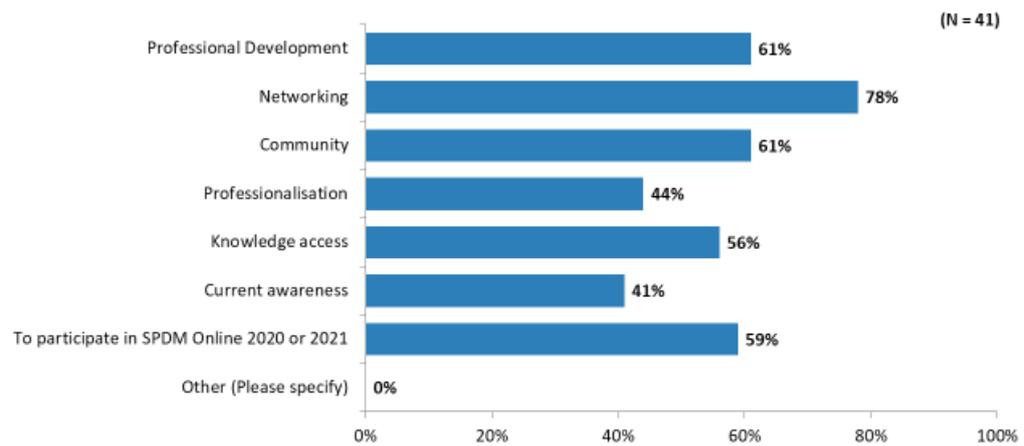
A Appendix: Survey Results – 2021-22

Membership of the Society for Professional Data Managers. Please let us know about your past and current membership status. Please check all that apply.



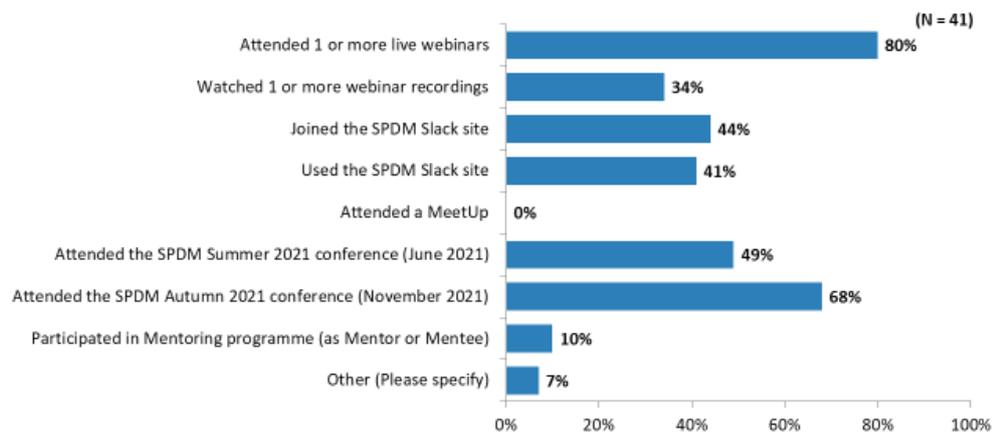
2

Why did you join SPDM? Check all that apply



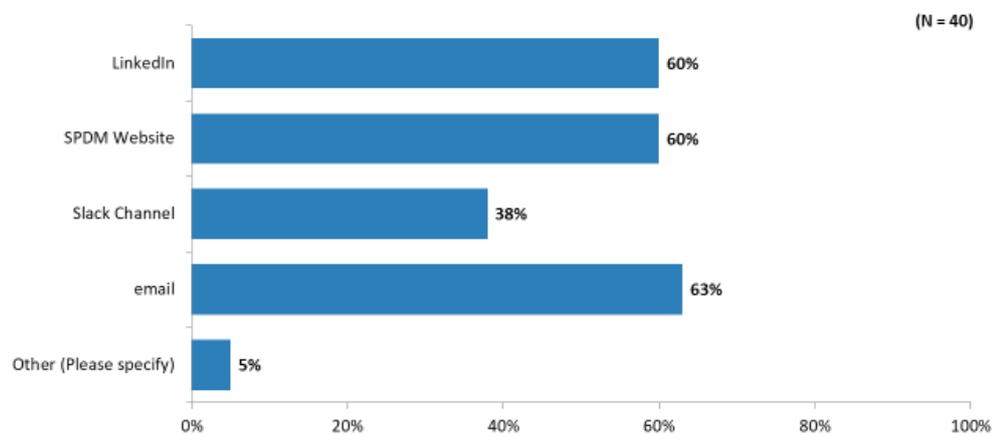
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Which of the following SPDM offerings did you make use of in 2021? Please check all that apply



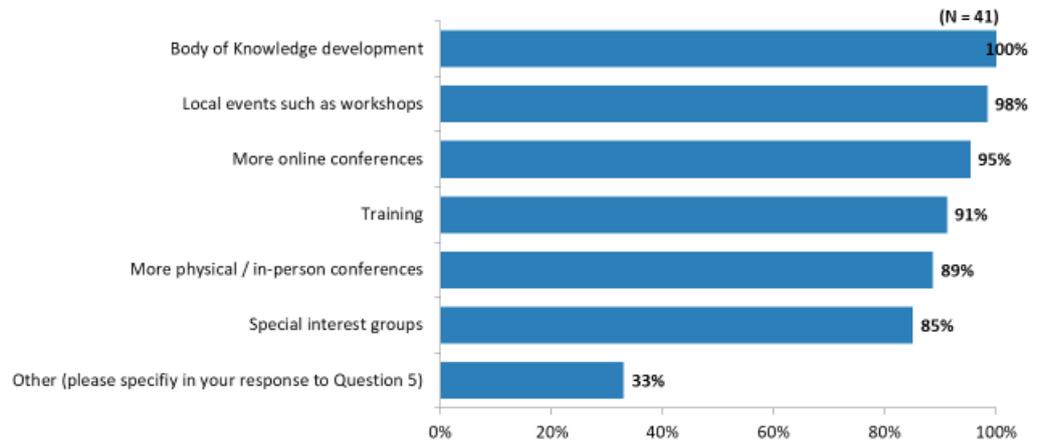
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Which Social channels do you use to keep up with the offerings of SPDM? Check all that apply



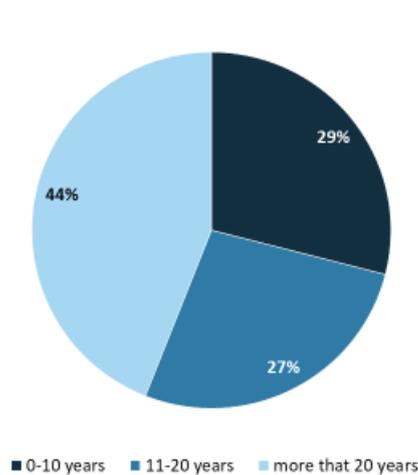
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Which of the following areas would you like SPDM to focus on in 2022? You can comment on your answer in the next question.



7

How long have you worked in a data management or a data analytics role?



21

What is your gender?

(N = 40)

