

GBA 2025 CRYSTAL BALL WORKSHOP PARTICIPANT APPLICATION

Addressing the Impacts of the Shrinking Geoprofessional Workforce with Automation & AI

The geoprofessional industry is at a crossroads. With a shrinking workforce, increasing retirements, and fewer students entering geoscience and engineering fields, firms are struggling to meet rising service demands. At the same time, automation and artificial intelligence (AI) are transforming industries worldwide, presenting a generational opportunity for geoprofessionals to increase efficiency, productivity, and service quality.

What is the Crystal Ball Workshop (CBW)?

For over 20 years, GBA's Crystal Ball Workshops have gathered industry leaders, subject matter experts, and innovators to identify long-term emerging issues and business trends impacting the geoprofessions. These workshops have accurately predicted industry shifts such as workforce trends, climate change impacts, and the rise of AI and big data, helping firms prepare for the future.

The 2025 CBW will focus on how emerging technologies can help firms bridge workforce gaps and enhance operations. We'll explore real-world applications of automation and AI, focusing on increasing capacity, improving quality, and sustaining business growth despite workforce challenges.

Key Topics Include:

- The Workforce Crisis – Understanding labor shortages and increased service demands.
- Emerging Technologies – Exploring AI and automation applications in geoprofessions.
- Opportunities – Leveraging technology to enhance efficiency and improve decision-making.
- Challenges – Overcoming barriers to technology adoption.

Why Participate?

- Learn from subject matter experts on the future of automation and AI.
- Collaborate with like-minded professionals across North America.
- Contribute to shaping the future of the profession.
- Build a strong professional network beyond your firm.
- Receive a summary of workshop findings and insights to implement in your firm.

Workshop Details:

- **Dates:** June 24-25, 2025
- **Location:** Kansas City (Olathe), Kansas
- **Participants:** Limited to 70 individuals
- **Cost:** No cost to participate

What GBA Will Provide:

- An experienced workshop facilitator
- Subject matter experts
- Partner organizations from across the geoprofessional industry
- A structured agenda and workshop events
- A summary report of key takeaways and recommendations

Application to Participate

If you are interested in participating in GBA's 2025 Crystal Ball Workshop, please complete the application form below and submit it by **February 28, 2025**.

Submit your application to Andrea@geoprofessional.org.

PARTICIPANT INFORMATION:

Name:

(include all designations: P.E., P.G., R.G., D.GE, etc.)

Title:

Employer/Sponsor Organization:

Phone: Office

Cell

Email:

Areas of Expertise:

Reason for Interest in Attending: