

# UNDERSTANDING THE NEW OIL AND GAS ENVIRONMENT

Strategies to weather  
the storm and seize new opportunities

## INVITATION



The sharp decline in market prices has significantly altered the playing field in your sector. Despite the fact that many entrepreneurs are waiting for the market to turn around, all signs are pointing to a long recovery, with prices remaining low for the foreseeable future. **How can you find ways to weather the storm and steer your business toward a path of stable, long-term prosperity?**

We invite you to attend a special half-day information session, where you will receive a better understanding of the current condition of the oil and gas sector. You will also learn strategies to help you beat the odds and set a promising course for your business. During the working lunch, you will have the opportunity to meet with specialists and discover what BDC has developed to support your industry.

### On the agenda

#### Reality check: An honest look at the current crisis

Presented by **Pierre Cl  roux, Chief Economist, BDC**

BDC's Chief Economist talks about the origins of the current crisis and why this downturn is different than previous ones.

#### Case study: How a company based in Crossfield, Alberta successfully diversified

Special guest: **Cal Harvey, CEO, Modus Structures Inc.**

Find out how a company that was largely dependent on the oil and gas sector diversified its operations and executed a remarkable turnaround.

#### Managing in turbulent times and support strategies offered by BDC

Discover strategies you can start applying today to handle the new pricing reality and remain competitive going forward. You will also find out more about how our adapted integrated solutions could help your business.

#### Interactive workshop

Get together with like-minded entrepreneurs and discuss winning strategies for overcoming the challenges facing the oil and gas industry.

#### Lunch

#### In-depth discussions with BDC specialists

A working lunch giving you the opportunity to discuss in more detail with your peers and BDC specialists about timely topics such as the economy and discuss targeted solutions for your industry.

### In partnership with



### DETAILS

**Dec. 7 2015** **7:30–8:15 a.m.**  
Registration and breakfast

**8:15–12:00 p.m.**  
Presentations

**12:00–1:30 p.m.**  
Working Lunch -  
Meet the experts

**Sheraton Hotel Newfoundland**  
Fort William Ballroom Salon A  
115 Cavendish Square  
St. John's NL A1C 3K2

**This event is complimentary**

### RSVP

#### Before November 27, 2015

Space is limited. To reserve your seat, please contact:

**Shirley Li**  
Business Development Support  
Officer, BDC  
T 709-772-5856  
E Shirley.li@bdc.ca