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ProAct Safety Announces 11th Annual Behavior-Based Safety Conference

Behavioral safety and strategy experts help attendees maximize and sustain process results.

(The Woodlands, TX – February 22, 2012) ProAct Safety, an international safety excellence consulting firm, announced the return of its popular Annual Behavior-Based Safety (BBS) Conference (www.BBSConference.com) in Houston, Texas, on April 17 and 18, 2012. Safety professionals, organizational leaders and BBS team members from across the globe will meet at the Sheraton North Houston to learn and develop behavioral safety skills. In addition to general conference sessions, attendees are invited to participate in pre-event and post-conference training workshops. The conference will be led by noted safety leaders [Terry L. Mathis and Shawn M. Galloway](#), principals of ProAct Safety.

According to Mathis, the conference was launched in 2000 at the request of ProAct Safety clients, to provide a way to sustain continuous improvement of the process in client operations. Long-term BBS processes can become routine, making it difficult to motivate workers to participate with full energy. Mathis explains, "Professional development can inject new ideas and allow for networking with others whose processes have alternate strategies." He also explained traditional approaches can be limiting, so new BBS processes should be based on the latest technologies and alternative methodologies, which are another theme of this conference. Professionals who consider attending the conference can read more about [Why You Should Attend](#) on ProAct Safety's website.

Regardless of an organization's stage in the BBS process, the Annual BBS Conference provides ideas to stretch thinking about behavioral safety and open new avenues for accomplishing behavioral safety goals while maintaining long-term results. 2011 attendees describe the value they received from the conference. "I came away from the first two days of the conference with eight pages of notes and suggestions on what we could be doing better or how we could improve. I think that was pretty valuable," said one participant. Another attendee stated, "I appreciated the discussion into the process and tools that were presented. The precious two days away from my duties was time well spent."

Because behavior-based safety can be complex, and because it's so important to organizations of all types, ProAct Safety has limited the number of conference attendees in recent years. Conference organizers learned large groups slowed the learning process. Previous attendance ranged from 50 clients in the first year to more than 250 participants. This year's event is restricted to 150 attendees, and is no longer limited to ProAct Safety clients.

For more information about the Annual BBS Conference, including the conference agenda and session descriptions, please visit www.BBSConference.com. For more information about ProAct Safety visit www.proactsafety.com, call 800-395-1347 or email info@proactsafety.com.

About ProAct Safety

In 1993, ProAct Safety was established with the sole purpose of helping organizations achieve and sustain safety excellence. Now recognized as the world's most successful provider of safety excellence strategies, ProAct Safety has served more than 1,500 locations throughout the world, in every major industry. ProAct Safety believes sustainable safety excellence is never achieved with a one-size-fits-all approach, and the only path to sustainable safety culture and safety performance excellence is through professional collaboration. Learn more at www.proactsafety.com.