



## SHOWFLOOR SEMINAR PROGRAMME

All seminars take place in the showfloor seminar room located towards the rear of the exhibition hall. The organisers cannot guarantee a place on any seminar or that the seminar programme will be adhered to.

### Wednesday 24 March

- 10.00 - 11.00** **Mapping Britain on Horseback** - how riders can help add critical information to a GIS.  
*Speakers: Heather Clatworthy and Ceri Watkins, The British Horse Society*
- 11.00 - 12.00** **Improved workflow** from registration to CAD Implementation with LFM laser scanning software.  
*Tony Purslow and Rob Greenhalgh from Z+F UK Ltd*
- 12.00 - 1.00** **RouteSmart route optimisation software**, a GIS-based high-density route planning and optimisation system that runs as an extension to ArcGIS. Billed as "the World's most intelligent routing system", RouteSmart has powerful tools to design, balance and optimise routes for door-to-door collection and delivery (such as post and refuse collection), as well as street services such as mechanical sweeping and gritting. *Speaker: Patrick Scott, Director, Integrated Skills.*
- 1.00 - 2.00** *Lunch break*
- 2.00 - 3.00** **Maps, Adobe Illustrator and GIS** - With the MAPublisher and LabelPro plug-ins, the world's most popular graphic design software is now a GIS that can import and export the most used GI formats, accept live feeds from a GPS, do complex database manipulations and joins between tables, and manage co-ordinate systems. Come along for a demonstration and see how you can add superb design and cartography to your existing GI applications, and at a very modest cost. *Dr Tim Rideout, XYZ Digital Map Company*
- 3.00 - 4.00** **Arrgh! Is that a map?** Why cartography matters in the era of the geoweb and free mapping.  
*Speaker: Mary Spence, MBE past president of the British Cartographic Society*
- 4.00 - 5.00** **Informing Resource Planning with Spatial Analysis** Increasingly, GIS technology is enabling more powerful spatial analysis to better understand situations and inform decisions on where best to focus resources. The presentation will take attendees through examples of the latest generation of spatial and time-based analysis capabilities. This will include a demonstration of how functions such as 'hot spot' mapping, proximity and seasonal analysis can be utilised to inform the planning process, and how the easier consumption of datasets and services such as Microsoft's Bing Maps can be exploited to aid understanding. Recognising that time is increasingly at a premium for quality analysis, the presentation will also examine the emerging potential of geoprocessing and routine task automation to improve the consistency and quality of analysis output whilst realising genuine time savings. *Presentation by Robin Appleby, ESRI UK*

### Thursday 25 March

- 10.00 - 11.00** **What's it worth to know where you are going?** – Recognising the value of good addressing and accurate location is essential for players in today's diverse GI market. *Michael Nicholson, chairman of Intelligent Addressing*
- 11.00 - 12.00** **Maps, Adobe Illustrator and GIS** - With the MAPublisher and LabelPro plug-ins, the world's most popular graphic design software is now a GIS that can import and export the most used GI formats, accept live feeds from a GPS, do complex database manipulations and joins between tables, and manage co-ordinate systems. Come along for a demonstration and see how you can add superb design and cartography to your existing GI applications, and at a very modest cost. *Dr Tim Rideout, XYZ Digital Map Company*
- 12.00 - 1.00** **Survey data collection - reviewing the options** There are many ways of doing detail surveys. Modern technology, if used appropriately, can offer high productivity without compromising quality. But beware what happens to your survey data once it goes into CAD! *Speaker: Dr John Strodachs, Applications in Cadd Ltd*
- 1.00 - 2.00** **Informing Resource Planning with Spatial Analysis** - a repeat of Wednesday's seminar (see above, 4.00 - 5.00)  
*Presentation by Robin Appleby, ESRI UK*
- 2.00 - 3.00** **Navigating the 7c's Crown Copyright - Creative Commons - Computing in the Cloud - Co-operation**  
The rise of the geo-web, mash-ups and the arrival of "free public data" presents new challenges for an area of the law that often struggles to stay up with the pace of change. **Carl Calvert** is a regular contributor to *Geomatics World* and is a chartered surveyor who also lectures in law. **Graham Vowles** is a consulting systems architect who works with others, Europe-wide, to deliver business benefit to their customers. He has a broad background in the geospatial sector with intimate knowledge of INSPIRE and the UK Location Programme.
- 3.00 - 4.00** **Arrgh! Is that a map?** Why cartography matters in the era of the geoweb and free mapping.  
*Speaker: Mary Spence, MBE past president of the British Cartographic Society*