

"I found this event essential to getting the most out of our investment in geographic information. It represents true value for money".  
Epsom & Ewell Borough Council, 2009 Delegate

Celebrating  
the 10<sup>th</sup> Event

# Cities Revealed Event 2010

## Learning from the past, planning for the future

27 & 28 January 2010, Madingley Hall, Cambridge



### Keynote Speakers

- **David Rhind**, previous Director General of OS and Chairman of National Statistics Commission
- **Christopher Roper**, Geospatial Entrepreneur
- **Ed Parsons**, Geospatial Technologist, Google

### Guest Speakers' Topics

- Modern large-scale mapping within a Local Authority
- Navigation routing for walkers in the Capital
- Photo interpretation for environmental mapping
- Feature extraction for nature conservation

### Workshop Topics

- **Mash-ups and GIS:** concepts and methodologies
- **Data management:** dealing with large volumes of data
- **GPS technology:** accuracy to decimetre levels
- **Map production:** enhancing cartographic design
- **UKMap large scale mapping:** a beginners' guide
- **Utility mapping:** non-invasive subsurface modelling
- **Historic imagery:** identifying footpaths
- **Satellite data:** the next generation
- **Thermal mapping:** its contribution to energy efficiency
- **Seasonal photography:** the pros and cons
- **Putting people in their places:** geo-referencing people

The **Cities Revealed Event** is *the* educational event of the year - a must-attend for all users of geographic information.

This two-day event offers an unprecedented opportunity for delegates to explore geospatial innovation with some of the UK's leading exponents of GI, participate in practical workshops and learn from leading experts and practitioners within the industry.

A unique line-up of keynote speakers will present their thoughts on how past geospatial data developments may impact on future applications.

### Why Attend?

- ✓ An all-encompassing GI training event
- ✓ Learn vital skills using geospatial data
- ✓ Gain a unique insight into industry trends
- ✓ Get instant answers to your questions, direct from the experts
- ✓ Network and exchange ideas with colleagues
- ✓ Gain CPD points for career development

### Supported by:



[www.training4gis.com](http://www.training4gis.com)

# Cities Revealed Event 2010

Join The GeoInformation Group's 10th annual event exploring the many issues and challenges facing today's Geographic Information community.

With a wealth of engaging topics and workshops on offer this unique event will help you establish solutions and strategies to tackle your key challenges.

## Keynote Speakers



**David Rhind** was Director General of Ordnance Survey for seven years from 1992. Since then he has been Non-Executive Director of the Bank of England and of the UK Statistical Authority. He is also Chairman of the Board of a large NHS Trust and chairs the government's Advisory Panel on Public Sector Information advising Ministers.



**Ed Parsons** is the Geospatial Technologist of Google. He also worked at Autodesk for the GIS Division prior to becoming Chief Technology Officer in Ordnance Survey. Earlier in his career he was a Senior Lecturer at Kingston University where he helped establish Europe's first undergraduate course in GIS.



**Christopher Roper** is Non-Executive Chairman of PointX, a joint venture between Landmark and Ordnance Survey, set up to build a definitive Points of Interest database for mainland Britain. He is also a Non-Executive Director of ITO World which provides online presentation, analysis and data management services to the transport sector with an emphasis on public transport.

*"It was fantastic! I'll be here every year. Now I can go back to the office inspired!"*

**Royal Haskoning**

## 4 things to know about Cities Revealed Events

1. Celebrating the 10th Cities Revealed Event
2. Over 600 delegates have attended to date
3. Around 50% of this total are repeat delegates
4. Organised by Training4GIS, experts in GI training

**Tel: 01223 880077**

**Web: [www.training4gis.com](http://www.training4gis.com)**

## Conference Programme

### Day One: Wednesday 27th January

9:00 Registration and Coffee

9:30 **Welcome and Opening Remarks**  
*Alun Jones, The GeoInformation Group*

9:50 **UKMapping Our Way**  
*Alisdair Maclean, Brent Council*

- UKMap from a client's perspective
- Advantages of UKMap's data structure
- Examples of UKMap's applications
- Looking at how UKMap has been received by non-traditional users

10:10 **Sand Dune Evolution On The Sefton Coast Looking Back to Look Forward**  
*Paul Wisse, Sefton Council*

- Examining coastal change
- Understanding the past through interpretation
- Geographic information for improving decision making
- Identifying reasons for change

10:30 Morning Coffee and Ice-Breaker

11:30 **Workshops Session 1**

13:00 Networking Lunch

14:00 **Workshop Session 2**

15:30 Afternoon Tea

16:00 Keynote Talk:  
**The Long March To A Global Map**  
*Christopher Roper*

From past pioneers in navigation to the "real" pioneers of today, this keynote looks at global road maps for in-vehicle navigation and their increased availability provided by Google and Microsoft. The speaker also highlights the successful development of Open Street Map that points the way to universally available mapping free of copyright restrictions.

16:45 Keynote Talk:  
**Back To The Future: GIS And Productivity**  
*David Rhind*

A look at the progression of GIS in the past to its more current and dramatic advances made through technology development. This presentation looks at the great variation in GIS productivity across the public and private sectors and how we can go about meeting its expected capacity. The speaker reviews the possibilities, including LEAN approaches and using examples such as the Population Census and makes some tentative proposals.

17:30 Closing Remarks followed by Gala Dinner

## Day Two: Thursday 28th January

9:00 Registration and Coffee

9:15 Keynote Talk:  
**Why 'Where' In 2010, Is Not Like 2009, 2005, 2001 ...**  
*Ed Parsons*

Finally, after decades of trumpeting how wonderful geospatial technology is, location based information has finally reached the mass market. This keynote will present some personal thoughts as to why it has taken so long and what we should now expect in a world where your location and information about your location is ubiquitous.

10:55 **The Applications Of Satellite Imagery In A Changing World**  
*Dave Benson, DigitalGlobe International*

- A look at the types and availability of satellite data
- Flexibility of the modern commercial satellite
- Applications of imagery and imagery derived data

10:15 **Legible London: A Wayfinding System For London**  
*Tim Fendley, Applied Information Group*

- Presenting the methodologies of a new wayfinding system
- The formulation of the idea
- How the prototype solution was created

10:35 **The Garden Research Project**  
*Chloe Smith, London Wildlife Trust*

- Examine the current use of London's gardens for nature conservation purposes
- Identify key changes in garden composition over time
- Evaluate individual gardens in a GIS

10:55 **Land Use At Your Service**  
*Mick Dunn, Nottingham City Council*

- Working with land use data for targeting enviro-crime
- Examining its use in optimising street cleansing activities
- How Land Use data can improve transparency in service delivery

11:15 Morning Coffee

11:35 **Workshop Session 3**

13:05 Networking Lunch

14:00 **Workshop Session 4**

15:30 Round Up and Close

## Workshops

This wide choice of workshops provide the ideal training opportunity to gain experience in a variety of geographic information and technologies. Here is a brief overview:

### Data Transfers And Formats

- Different data types and formats
- What are the transfer options?
- Converting data from multiple sources

### Thermal Imaging For Energy Efficiency Programmes

- Conditions suitable for collection of thermal imaging
- Methodology of processing and analysing thermal imagery
- Strengths and weaknesses of thermal data
- Its role in energy efficiency programmes

### GPS Technology – From Backpack To Handheld, led by Korec

- Satellite positioning technology and how it works
- Different GPS signal frequencies
- Pros and cons of post processing versus real-time

### High Quality Map Output From UKMap Data, led by STAR-APIC

- UKMap data and possible mapping output
- Capabilities of high quality cartographic output systems
- Automated plot production

### Mash-Ups And GIS: An Introduction, led by Cadcorp

- An overview of mash-ups
- What are the issues surrounding mash-ups?
- Create a mash-up using GIS

### Urban Utility Mapping

Become aware of indirect sources of evidence, such as building regulations and building classes, by which the current condition of underground facilities can be assessed

### The Footpath Network

- See how footpaths and bridleways appear on air photographs
- Explore how their use/disuse can be inferred from air photos and maps

### Integrating Online Satellite Imagery Into Your Work Flow, led by DigitalGlobe International

- Use of DigitalGlobe's ImageConnect within common GIS
- Demonstration of DigitalGlobe's Tiled API
- Limitations of satellite imagery

### Summer's Not Always Best

- Pros and cons for leaf-on and leaf-off aerial photography
- What is the impact of seeing through trees?
- Understand the effect of greater shadow in winter

### A Beginners' Guide To UKMap

- Understand UKMap's data content and structure
- Demonstration of the mapping database
- Potential applications of UKMap

### Putting People In Their Places, led by Kingston University

- Explore the historical development of geo-referencing people
- Investigate them as objects or attributes in spatial datasets
- Examine the ethical and technical issues associated with geo-referencing people

Organised by:



2009  
Prices Held  
For 2010

# CITIES REVEALED EVENT 2010

27 & 28 January 2010, Madingley Hall, Madingley, Cambridge

FAX your booking form to 01223 880097  
PHONE on 01223 880077

POST your booking to: Training4GIS, The GeoInformation Group,  
Telford House, Cow Lane, Fulbourn, Cambridge CB21 5HB

## Delegate

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Position \_\_\_\_\_  
Organisation \_\_\_\_\_  
Address \_\_\_\_\_  
Postcode \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Delegate Rates

	Early Bird*	Unit Price	Total
Full Attendance Fee (2 days & 2 nights)	£ 335	£ 370	£ _____
Full Attendance Fee (2 days & 1 night)	£ 270	£ 305	£ _____
Part Attendance Fee (1 day & 1 night)	£ 180	£ 200	£ _____
Part Attendance Fee (1 day only)	N/A	£ 120	£ _____
If booking "Part Attendance" please state day / night attending:		Sub Total	_____
		VAT (current rate)	_____
		TOTAL	=====

\* Early bird discounts apply to bookings received by 4 December 2009

## Payment

I enclose payment by cheque (made payable to The GeoInformation Group)

Please take payment against my credit card: VISA / Mastercard

Card number \_\_\_\_\_  
Expiry date \_\_\_\_\_  
Security code \_\_\_\_\_  
Name printed on card \_\_\_\_\_  
Billing address (if different to above address) \_\_\_\_\_

Please invoice my organisation

Quoting reference \_\_\_\_\_  
Billing address (if different to above address): \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Return

Training4GIS, The GeoInformation Group  
Telford House, Cow Lane, Fulbourn, Cambridge CB21 5HB  
(t) 01223 880077 (f) 01223 880097 (e) training@citiesrevealed.com.

A receipt & confirmation of booking will be issued.



## Workshop Options

You can attend **ONE** workshop **EACH** session.  
Please rank your top two preferences for each session, marking your first choice with "1" and the second choice as "2".

Choices will be allocated on a first come, first served basis - places are limited.

Workshop details can be found at:  
[www.citiesrevealed.com/events/crevent2010](http://www.citiesrevealed.com/events/crevent2010)

### Wednesday 27th - Session 1

- A Beginners' Guide To UKMap
- GPS Technology - From Backpack To Handheld
- Thermal Imaging For Energy Efficiency Programmes
- The Footpath Network
- English Heritage Trip

### Wednesday 27th - Session 2

- High Quality Map Output From UKMap
- Mash-Ups And GIS: An Introduction
- Summer's Not Always Best
- Integrating Online Satellite Imagery
- Sedgwick Museum of Earth Sciences Trip

### Thursday 28th - Session 3

- A Beginners' Guide To UKMap
- Mash-Ups And GIS: An Introduction
- Thermal Imaging For Energy Efficiency Programmes
- Summer's Not Always Best
- Putting People In Their Places
- English Heritage Trip

### Thursday 28th - Session 4

- High Quality Map Output From UKMap
- GPS Technology - From Backpack to Handheld
- Data Transfers And Formats
- Integrating Online Satellite Imagery
- Urban Utility Mapping
- Sedgwick Museum of Earth Sciences Trip

## Cancellations

Cancellations in writing 28 days before the event will be refunded less an administrative charge of £25 + VAT. We regret that cancellations after this date cannot be refunded.

Delegates may be substituted at any time.

All fees are payable in advance of the event.

The organisers reserve the right to make changes to the programme before the event and accept no liability for any programme change on the day due to circumstances beyond their control.