

# GEO-11 Bucks Industry Trend

The organisers of GEO-11, UK, have released visitor numbers from the event. Despite many industry events experiencing a marked downturn in attendance GEO-11 maintained visitor numbers at a level achieved in both 2010 and 2009. Attracted by a sell-out exhibition featuring a number of world first product launches together with the conference programme, nearly 600 geospatial professionals attended the event which took place on 6th and 7th of April at the Holiday Inn, London Elstree.

GEO-11 featured a number of launches including the launch of the Leica Geosystems High Definition Surveying 3D Laser Scanner, a Fractional Ownership plan for the StreetMapper mobile mapping system, GNSS handheld mapping devices, surveying instruments and software solutions. The conference programme featured a range of topics including solar energy planning, routing and railway surveying.

The event also attracted support from professional and trade organisations including the Royal Institution of Chartered Surveyors (RICS), the Association for Geographical Information (AGI), the British Cartographic Society and The Survey Association (TSA).

Many of the delegates at GEO-11 were able to make the most of their visit with attendance at the event's Gala Dinner, sponsored by KOREC with pre-dinner drinks sponsored by Esri UK. The sell-out networking opportunity went on into the small hours of the morning with the last guests retiring close around 3AM.

"The move to a hotel-based conference facility seemed to work very well," continued Booth. "The venue offered top-notch facilities with a first class service and this, combined with the sunshine, managed to put a smile on everyone's face."