

No Trade Shows and Conferences – So What Are the Alternatives?



Now that most trade shows and conferences are being cancelled or postponed due to the coronavirus outbreak, professionals in the geospatial industry are looking for other ways to keep one another informed. Perhaps you're launching a new laser scanner or indoor mapping solution, or you want to share knowledge about innovative methods that achieve real efficiency gains... but which platforms can you use instead of physical events? At *Geomatics World*, we offer several possibilities to fill the gaps in your communication strategy.

A webinar is an excellent alternative to presenting details of your research or survey project at an industry event. We provide the necessary infrastructure and can arrange the whole thing so that your presentation can be livestreamed to your chosen audience – and

we can even help you to attract the right target group.

Besides holding a webinar, you can showcase your project through our website in combination with our bimonthly magazine. Have you recently completed a challenging customer project? Or have you developed a new state-of-the-art software solution for 3D modelling? *Geomatics World* is the ideal place to share more details, so why not contribute an article?

In addition to our website and magazine, we send a weekly e-newsletter to a large audience of geospatial professionals. It is a great place to announce your latest company news and product launches. And if you want to target a specific reader profile, industry segment or geographical region, a dedicated eblast would be an effective solution!

On top of all of this, our team are experienced partners in organising advanced targeted marketing campaigns. This is just a brief summary of how we could help you to keep your business going in these unprecedented times. Interested in a tailor-made proposal? Feel free to contact our marketing advisors:

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