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'07

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BUILDING a GEOCOMMUNITY

SEPTEMBER 19-20 2007

STRATFORD-UPON-AVON

www.agi2007.com





Welcome from AGI2007 Conference Chair

Steven Feldman
AGI Conference Chair



Welcome from AGI Director

Chris Holcroft
Director and Chief Executive Officer, AGI

The AGI Conference has been the centre-point of the GI professional's year for the last 10 years or more. This year's event breaks the mould by moving from London to Stratford-upon-Avon and by going to a residential format. Why is this so important? Because it will enable us to *Build a GeoCommunity* by attracting all of the contributors in our vibrant industry to a stimulating and affordable environment.

My personal mission for this year's conference has been to bring together practitioners, regulators, academics, industry, students and thought leaders to inspire each other, share experience and learn together. The community of GI professionals make an enormous contribution to the public and commercial sectors of the UK. This conference should be an opportunity to celebrate success, debate the key policy and development topics and explore the future of our profession from a technical and business perspective.

Every conference chair believes that they have put together the best ever program. But with keynote speakers including:

- Mike Hickey, President of Pitney Bowes MapInfo;
- Ed Parsons, Geotechnologist at Google and former CTO of Ordnance Survey;
- David Maguire, Vice President of ESRI; and
- Vanessa Lawrence, Director General of Ordnance Survey;

I think we really have assembled some of the most influential people in our industry.

Add to that list four streams of presentations covering GI strategies, technology, health, open source data, local government, insurance, highways, property, policing, hands on workshops, free training and two big debates – 'GI is a Bad Career Choice, Discuss' and 'Will Neogeography crush professional GIS?'.

I am very proud to be chairing this year's AGI Conference at a time when we are making big changes to the conference structure and content. I hope that you will be as excited by the new format conference as I am and that you will join me in Building a GeoCommunity.

Speaking for the AGI Team, it gives me great pleasure to invite you to the UK's longest established and most prestigious conference for the use and application of geographic information and associated technologies.

Move from London

AGI2007 will move away from London, our conference home for a number of years. In our fourth year of running the event independently, AGI has responded to feed-back from delegates and exhibitors regarding the shape of the event and this year will deliver a two day residential programme at the Holiday Inn, Stratford-upon-Avon.

Exhibitors

AGI2007 breaks with previous years by organising a smaller, tighter-defined show-case exhibition for our many commercial sponsors right alongside the conference. We have been privileged and pleased at how quickly commercial sponsors came forward to support the event in its new guise.

The Solutions Centre

With ample space for running the many conference paper streams, we also have sufficient room for the ever popular FREE Solutions Centre. Managed by Training 4 GIS and fully kitted out with computer hardware, the solutions centre will be dedicated to sessions giving hands-on access to popular GIS systems and popular methodologies. Educational in nature and relevant to AGI's CPD and Chartered Geographer programme, each session has been validated with 1 CPD point to be used in maintaining Chartered Geographer status.

Social events

Arrive the night before the formal start of AGI2007 and feel free to join AGI for an informal welcome drink at the Holiday Inn. The ever popular AGI Party is scheduled for the evening of the 19th September will have a 'Village People' theme in response to humorous comments made about the official AGI2007 'Geocommunity' picture. Who will you be: Soldier? Sailor? Cop? Builder? Indian chief? Now almost legendary, the party allows you to network informally and, if you feel so inclined, let your hair down. Although dressing up is not compulsory, there will be a competition and prize given for the best costumes. So see if you can put on a better show than past masters like Cadcorp, Innogistic and many others famous for 'giving it large' whatever the party theme!

Starting with a drinks reception, a buffet dinner will be provided, a disco, a live band, corporate activities including simulators and gaming tables, plus a late bar to keep you entertained.

I would like to take this opportunity to thank the conference working group, sponsors members and associates who have supported, guided and assisted us in the planning and delivery of this event. This is the UK GI event of the year and I look forward to welcoming you to Stratford-upon-Avon in September.

Speakers

Ed Parsons



Ed Parsons is the Geospatial Technologist of Google, with responsibility for evangelising Google's mission to organise the world's information using geography. Ed was the first Chief Technology Officer in the 200-year-old history of Ordnance Survey, and was instrumental in moving the focus of the organisation from mapping to Geographical Information. Ed came to Ordnance Survey from Autodesk and earlier in his career he was a Senior Lecturer at Kingston University, where he helped establish Europe's first undergraduate course in GIS. Ed earned a Master degree in Applied Remote Sensing from Cranfield Institute of Technology and is a fellow of the Royal Geographical Society, London. He has developed one of the most popular Weblogs in the Geospatial Industry, www.edparsons.com.

Mike Hickey



Mike Hickey was appointed President of Pitney Bowes MapInfo on May 29, 2007. Hickey joined MapInfo in 1995 and had served as Chief Operating Officer since 2002. Hickey has spearheaded the creation of the location intelligence category. During his tenure at the company, Hickey has held a number of executive management positions. Previously, he served as executive vice president, sales and marketing, group vice president of operations, and vice president and general manager of MapInfo's Information Business. As Vice President & General Manager of that business he grew the business 175 percent over a 2½-year period. Prior to joining MapInfo, Hickey worked at AlliedSignal for nine years in various management positions. As part of AlliedSignal's Total Quality Initiative (TQM), Hickey was selected for a leadership role and was certified as a Total Quality Master. Hickey holds an MBA from the State University of New York at Albany and BS in Marketing and Management from Siena College.

David Maguire



Dr. Maguire is the Director of Products and International and member of the senior management team for Environmental Systems Research Institute, Inc. (ESRI). He joined the ESRI family in 1990 as the technical director, later becoming the managing director for ESRI's international office in the United Kingdom. Dr. Maguire has authored or co-authored over 90 books and publications on GIS, including the industry recognised Geographical Information Systems and Geographic Information Systems and Science. He received his doctorate degree in Geography from the University of Bristol in 1983. For over a decade David Maguire has been a project manager and advisor on over 100 GIS implementation projects all over the world. These have spanned government, education, and the private sector including several large utilities. He has considerable experience of enterprise technology integration, and technology and business planning.

Vanessa Lawrence



Vanessa Lawrence has a degree in geography and an MSc in remote sensing. She was appointed Director General and Chief Executive of Ordnance Survey in 2000. She is also the adviser to the British Government on mapping, surveying and geographic information. In addition, Vanessa is Chair of the UK ACE Association which is the membership association for Chief Executives of the operational delivery parts of the public sector endorsed by the Head of the Civil Service, Chair of the GI Panel, a member of the Board of Directors of the Open Geospatial Consortium (OGC) and a Patron of MapAction. Vanessa is a Visiting Professor at two Universities, a Chartered Geographer, a Fellow of the Royal Geographical Society and of the Royal Institute of Chartered Surveyors and a Companion of the Chartered Management Institute. She has been awarded six Honorary Doctorate degrees and is an Honorary Fellow of University College London.

Xavier Lopez



Xavier Lopez is Director of Product Management for Oracle's Spatial products group. For the past nine years, he has led Oracle's efforts to incorporate spatial technologies across Oracle's database, application server, and application business. He also leads Oracle's efforts in semantic data management. He has fourteen years of experience in the area of GIS and spatial databases. He holds advanced degrees in engineering and planning from University of Maine, MIT, and the University of California, Davis. He was also a Fulbright Fellow at the Department of Geography, Birkbeck College, London.

Conference programme: Day One				
	Ballroom	Packwood	Charlecote	Harewood
10.30–10.40	AGI 2007 Chairman's Welcome			
10.40–11.10	Plenary Keynote 1: GI – Past, present and future Chair: Alun Jones, AGI Chairman Speaker: Ed Parsons, Geotechnologist, Google			
11.10–11.40	Plenary Keynote 2: GI – Past, present and future Chair: Alun Jones, AGI Chairman Speaker: Mike Hickey, President of Pitney Bowes MapInfo			
11.40–11.55	QUESTIONS			
11.55–12.00	Overview of structure of sessions			
12.00–12.30	Show me the Money: Making the CEO listen Andy Coote, Director of Consultancy, ESRI	Datums, Datums, Datums...the UK Vertical Offshore Reference Frame John Pepper, Head of GI Services, UKHO	Will GI Technology ever lift World Reference Atlases off the printed page? Jim Irvine, Head of Digital Resources, Harper Collins	RESERVED – TBC
12.30–2.00	LUNCH	LUNCH	LUNCH	WORKSHOP: Metadata for the Masses Keiran Millard, Group Manager – Informatics, HR Wallingford WORKSHOP: Delivering GI to Mainstream GeoCommunities Andrew Terry, Manager, Centremaps
2.00–2.30	National GI Strategies – International Lessons Learned for the UK Robin McLaren, Director, Know Edge Ltd	Using Geo-demographics to Predict Social Needs Tony Duckenfield, Associate, Steer Davis Gleave	Providing a Platform for Interoperability in a rapidly evolving Geospatial context Gijsbert Noordam, Senior Consultant, Bentley Systems	The GI Cornerstone of a £2.3 bn Insurance Business Nigel Mason, Business Development Director, MapInfo
2.30–3.00	Delivering on the Promise – Implementing the GI Strategy for Northern Ireland Trevor Steenson, Strategy Director, OSNI	Using Geographical Data to Increase Patient Registrations Richard Wilson, Snr Public Health Information Specialist, S. Birmingham PCT	Benefits of a Data-centric Approach to GI Management Craig Moulding, GIS Manager, Calderdale District Council	Use of GIS in Near Real Time Assessment of Damage from Natural Catastrophes – How this can be used by the Insurance Industry Neena Saith, Risk Management Solutions
3.00–3.30	INSPIRE is Here! But what does it mean for the GI Community? Gesche Schmid, Principal Consultant, Atkins/LGA	The use of GIS in exploring access to general dental practices in Manchester Neil Bendel, Health Intelligence Manager, Manchester Joint Health Unit	NI Road Service: GI development from strategy to corporate implementation Ross Donaghy, GIS Manager, NI Roads Service	The use of Digital Mapping in Insurance Fraud Detection Kevin McDonald, Zurich
3.30–4.00	BREAK	BREAK	BREAK	BREAK
4.00–4.30	DEBATE 'GI is a bad career choice, discuss' Chair: Steven Feldmann	WORKSHOP: How do I build a location-enabled Web application? Ian Holt, Co-Founder, Widr	Location – Delivering Road Services to Customers Les Hawker, Divisional Manager, Transport Research Laboratories	RESERVED – TBC
4.30–5.00			Creating an Effective Highways Asset Management Plan Richard Budden, Consultant, Atkins	Integrating Web Services in Hybrid Applications: Can GYM members handle the GIS workout? Emese Csete, GIS Consultant, Atkins
5.15–5.45			AGI Corporate Overview and AGM	

Conference programme: Day Two				
	Ballroom	Packwood	Charlecote	Harewood
9.30–10.00		Embracing Geography by Embracing Non-Geography James Procter, Information Standards Manager, Environment Agency	EU Environmental Directives and their Spatial Mapping Requirement Giles D'Souza, Senior Consultant, Infoterra	Using the Geocommunity as your Business Partner John Abbott, Co-Founder, Widr
10.00–10.05	AGI 2007 Chairman's Welcome			
10.05–10.35	Plenary Keynote 1: GI is Saving the World Chair: Steven Feldmann Speaker: Vanessa Lawrence, Director General and Chief Executive, Ordnance Survey			
10.35–11.05	Plenary Keynote 2: GI is Saving the World Chair: Steven Feldmann Speaker: David Maguire, Vice President, ESRI			
11.05–11.20	QUESTIONS			
11.20–11.25	Overview of structure of sessions			
11.25–12.00	COFFEE	COFFEE	COFFEE	COFFEE
12.00–12.30	Addressing Grand Challenges and Global Problems using Location Information Chris Parker, Head, Research Labs, Ordnance Survey	Interoperability through Sophisticated Database Loading and Extraction Jamie Justham, Managing Director, Dotted Eyes	Delivering Smarter Home to School Transport at East Riding of Yorkshire Council Andy Elliott, ICT Manager, East Riding of Yorkshire Council	The Business Case for Integrating Navigation with Enterprise GIS Peter Beaumont, Marketing Director – Enterprise Europe, Navteq
12.30–1.00	Persuasive Geospatial Computing Xavier Lopez, Director Spatial and Location Technologies, Oracle Corporation	Land Registration Analysis using OS Mastermap Paul Starkey, Director, TENET Technology	GIS – Enabling Local Government Work as One Peter Taylor, CAD/GIS Development Officer, Oldham Metropolitan Council	RESERVED – TBC
1.00–2.30	LUNCH	LUNCH	LUNCH	WORKSHOP: Is your Building the same as my Building? Simon Gomm, Technical Product Manager, Ordnance Survey WORKSHOP: Utilities: the integration of disparate Spatial Database Systems Kevin Challen, Business Development Manager, Infotech
2.30–3.00	OpenStreetMap – GeoData Provision for the 21st Century Nick Black, Developer, ZXV Ltd	Preparation and Improvement of a High-Resolution Detailed River Network for the Environment Agency Alexander Coley, GIS Technical Specialist, Environment Agency	Using Neighbourhood Profiles to Deliver Safer and Stronger Communities Trevor Adams, Senior Performance Analyst, Metropolitan Police	Land & Property: Putting GIS at the Heart of the Business Stephen Russell, Strategic Portfolio Manager, Midland Heart
3.00–3.30	A Web Application Deployment Model for OS MasterMap Data David Medyckyj-Scott, Manager, EDINA and Eddie Curtis, Chief Technical Officer, Snowflake	Meshing Marine & Terrestrial GI: Interoperability; CMIP and Seazone Hydrospatial Andrew Iwanoczko, GIS Analyst, SeaZone	GI & Policing Andrew Watson, Chief Information Officer, British Transport Police	Lessons Learned while taking a Geocentric Mashup to being a Business Ed Freyfogle, Chief Operating Officer, Nestoria
3.30–4.00	BREAK	Network Centric Mapping Database – Enabling Geospatial Updates for the Mariner James Ferguson, IT Architect, UKHO	BREAK	King's Cross Central GIS – using online collaboration to manage the land Muki Haklay, Senior Lecturer, UCL Filippo Campagna Popolo, Argent Group PL
4.00–4.10	BREAK			
4.10–5.10	BIG DEBATE 'Will Neogeography crush professional GIS?' Chair: Jeff Thurston			
5.10–5.20	Conference Roundup and best paper Steve Feldmann			
5.20–5.30	Conference Close by AGI Director			

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Registration information

Register NOW for the AGI2007 Conference

Online: www.agi.org.uk/conference/registration.asp

Phone: +44 (0) 20 7036 0430

Fax: +44 (0) 20 7036 0301

Post: Association for Geographic Information, 5 St Helen's Place, Bishopsgate,
LONDON, EC3A 6AU.

Email: susan.walter@agi.org.uk

Prices (includes accommodation on night of 19 September and attendance at the AGI2007 Party)
Early Bird (valid until Friday 27 July 2007)

	AGI member	Non-member	Speaker	Student member	Student non-member
2-day	£230 + VAT	£310 + VAT	£175 + VAT	n/a	n/a
1-day	£95 + VAT	£125 + VAT	n/a	£50 + VAT	£70 + VAT

Standard Prices (valid from Saturday 28 July 2007 onwards)

	AGI member	Non-member	Speaker	Student member	Student non-member
2-day	£280 + VAT	£360 + VAT	£175 + VAT	n/a	n/a
1-day	£125 + VAT	£155 + VAT	n/a	£65 + VAT	£85 + VAT

Register NOW for the AGI2007 Party

Online: www.agi.org.uk/conference/agiparty.asp

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Fax: +44 (0) 20 7036 0301

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Prices

The cost of the party is included in the price for two-day attendance at the conference.
Otherwise it is £38.00 + VAT.

AGI2007 Conference Team

Lee Braybrooke – Cadcorp
Steven Feldman – AGI Conference Chair
Alice Froggat – English Heritage
Muki Haklay – University College London
Chris Holcroft – AGI
Mark Percival – Coventry City Council
Mike Tarrier – InfoTech
Sallie White – Ordnance Survey
Alan Wilks – AGI

