

Press Release
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For immediate release

GEO Business Launches Wide Range of Cutting Edge Seminars and Workshops

When GEO Business opens its doors next month from 21-22 May at London's Business Design Centre, delegates from across the world are in for a treat. With over 200 FREE to attend content rich and cutting edge seminar and workshop sessions, it is no surprise that registrations are currently 70% up on last year's figures indicating that this industry event, is one not to be missed!

GEO BUSINESS – WHAT'S IT ALL ABOUT

If you have never had the pleasure of attending the industry's number one geospatial event in the UK you should know that GEO Business is about the technology that underpins many 21st century networks and systems, from 5g phones, construction, utilities to heritage and marine – all rely on up-to-date geospatial data and technologies. The event's seminar programme will focus on all these areas and many more together with the technologies that capture, process and - critically - use the data. Sectors like Highways, Architecture, Engineering, Construction, Utilities, Asset Management as well as environments like marine and coastal. There is also a growing list of new applications like disaster relief, heritage, locating sanitation in the developing world and commercial retail developments.

All of these sectors now benefit from technologies like laser scanners, airborne LiDAR, imagery, GPS, GPR (ground penetrating radar) and terrestrial measurement sensors such as total stations. They rely on software for control, processing and transmission of data through field management as well as office based systems.

SEMINAR PROGRAMME SET TO PUSH THE BOUNDARIES

This year's free to attend seminar programme has a focus on speakers who rely on strong evidence-based ideas. Sessions include non-traditional uses of geospatial data where delegates will learn about ground-based 360° mobile imaging, UAVs and crowd sourced mapping for disaster assessment. A presentation will describe the development of a synthetic dataset to enable those engaged with police and related agencies to learn what police data contains through its complexity across multiple silos, and the problems faced with free text entries, data errors and deliberate misinformation from the criminal community, including alias names.

Visitors will learn about the latest developments in visualisation through virtual and assisted reality applications using technology like Microsoft's HoloLens. Linked to 3D mapping, visualisation apps are at the intersection of geography and creativity, providing new insights across industries from construction, architecture, buried utilities to leisure.

As we move deeper into the age of Big Data and the Internet of Things (IoT) sensors are collecting more data than ever before. Satellites can now detect tiny movements on earth that can herald land slips and other factors for risk analysis. Much of the data analysis can now be automated but the role of the professional remains critical in monitoring, interpreting and setting up systems. This will be another fertile area for delegates to update their knowledge and learn about new applications.

Geographical Information Systems (GIS) are at the heart of the drive to create Smart Cities. High quality sub-surface data using 3D mapping technology will be at the centre of one application.

For the full programme, please visit: www.GeoBusinessShow.com

GEO BUSINESS 2019 – WHAT'S NEW?

A major new feature for 2019 is the co-locating of GEO Business with the GeoData Forum, now acquired by Diversified. GeoDATA Forum is a new event for data specialists focused on location intelligence. This sector has previously been served by a series of showcase events that were organised by Geoaware, part of The GeoInformation Group. With the recent acquisition of The GeoInformation Group by Verisk, discussions started regarding the benefit of holding a data focused event alongside GEO Business which has now resulted in the launch of a new event but with the full support of Verisk who are an official sponsor. Exhibit space is selling fast with the likes of SAP, British Geological Survey, Cadline and 1 Spatial signing up amongst many others.

Further upgrades for 2019 include a much bigger Drone Zone and an increase from 3 to 7 open seminar theatres. Meanwhile, a brand new and sold out Marine Zone will house a new range of exhibitors including Kongsberg Geoacoustics, Bibby Hydromap, Foreshore Technology and Seafloor Systems. Finally, the Education and Start-up zones are fully booked months in advance.

With over 3,000 visitors expected to attend, the central focus of the event is an exhibition which attracts over 200 major international companies including geospatial technology leaders like Leica Geosystems, Topcon, Trimble, Ordnance Survey, Scisys, Apps in CADD, Pix 4D, CHC Navigation and many, many more.

Event Director Caroline Hobden from Organisers Diversified Communications is delighted with the progress that GEO Business has made on the international stage over the past few years. "Launching any event in any industry takes an incredible amount of hard work. We launched GEO Business in 2014 and are delighted with the direction GEO Business is going in. There has been a massive upturn in exhibit sales and visitor numbers from across the globe and today's pre-registration figures are an incredible 70% up on this time last year. We already have registrations from 56 countries!"

GEO Business promises to be an incredible global show offering the very latest technologies, demonstrations and learning opportunities. With over 200 presentations, an international exhibition and highly regarded

networking events, London is the place to be from 21-22 May. Visitors are encouraged to register online in advance at www.GeoBusinessShow.com/register

For companies interested in booking at stand at either GEO Business or GeoDATA Forum, please contact Caroline Hobden at chobden@divcom.co.uk but act fast as stands are running out fast!

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Notes:

High res images are available on request: www.geobusinessshow.com/photo-gallery

Diversified Communications UK Ltd is the UK division of an international media company with a successful portfolio of sector leading exhibitions, conferences, publications and websites. Industry events with relevance to the geospatial marketplace include the International and European LiDAR Mapping Forums, the SPAR Point Group 3D Imaging events and the Ocean Business event in Southampton. www.divcom.co.uk

GEO Business is the UK's biggest geospatial event for everyone involved in the gathering storing, processing and delivering of geospatial information. Launched in 2014 and organised in collaboration with the Chartered Institution of Civil Engineering Surveyors (ICES), the Association for Geographic Information (AGI), the Royal Institution of Chartered Surveyors (RICS), The Survey Association (TSA) and the Institution of Civil Engineers (ICE).

The Chartered Institution of Civil Engineering Surveyors (ICES) is an international qualifying body dedicated to the regulation,

education and training of surveyors working within civil engineering. ICES is now recognised as the leading chartered professional body for civil engineering surveyors. They have introduced relevant and meaningful competencies for geospatial engineers and commercial managers which make a difference. www.cices.org

The Association for Geographic Information (AGI) exists to represent the interests of the UK's GI industry; a wide-ranging group of public and private sector organisations, suppliers of GI software, hardware, data and services, consultants, academics and interested individuals. The AGI, by way of its unique membership forum, brings together this previously disparate GI community to share ideas on best practice, experience and innovation, and offers access to unparalleled networking opportunities with significant business benefits. As such it acts on behalf of the community as a whole. Since its formal inception in 1989, it has built up a significant membership base and established itself as the respected voice in GI and is the membership body for everyone with an interest or involvement with GI. <http://www.agi.org.uk>

RICS - the Royal Institution of Chartered Surveyors - was created in 1868 in the United Kingdom. It received a royal charter in 1881. Their members are known as chartered surveyors, and are recognised by the designation after their name - FRICS (for Fellow of RICS) or MRICS (for Member of RICS). Today we are a global property professional body which aims to: regulate and promote the profession; maintain the highest educational and professional standards; protect clients and consumers through a strict code of ethics; provide impartial advice, analysis and guidance. www.rics.org

The Survey Association, known generally as TSA, is the trade body for commercial survey companies in the UK. The association was formed in 1979 to give a focus for private sector businesses in land and hydrographic survey. It is important to realise, however, that it is not a regulatory body. The role of TSA is to promote best practice amongst its members, provide a forum for members for discussion, debate and continuing professional development and, to the wider audience such as engineers and architects, provide guidance on new methods and techniques and a list of suitably qualified and experienced companies. www.tsa-uk.org.uk/

The Institution of Civil Engineers (ICE) strives to promote and progress civil engineering. ICE was founded in 1818 and was granted a royal charter in 1828 where they declared that their aim was to "foster and promote the art and science of civil engineering". That is still their aim today and they represent around 80,000 members worldwide. <http://www.ice.org.uk/>