

# Conference News

Established 1928



Thursday 19 July 2007



## Good Morning! Welcome to the last day of Cambridge Conference 2007.

Topcon is our sponsor today and they are holding a prize draw at the drinks reception at 6.30pm in the marquee. The prize to be won is a Topcon GMS-2 handheld dual constellation GPS+ receiver, so make sure you have filled in and posted an entry form at the Topcon stand in the marquee by 2 pm today, after which the exhibition will be closed.



After the drinks reception and prize draw this evening, we have the Cambridge Conference Gala Dinner. Delegates and guests are reminded that to make this a really special evening, guests are asked to wear national dress or other smart clothes.

Looking back on yesterday, sponsored by Intergraph and Rolta, what an excellent day it was. An unexpected change of plan brought us a keynote address by John Williams who talked us through the running of the BBC's World News operation and told us how hard it is to gain the trust of the audience, and how easy it is to lose it – just like making maps! And then the punting! Playing on water somehow never loses its appeal and what a lot of fun we had - and nobody fell in!

The Conference Exhibition closes at 2pm today. We are enormously grateful for the support of our sponsors and exhibitors, without whom attendance at the conference would be more expensive for all, and our delegate assistance scheme would not be possible. So please take a minute to visit any stands you have not yet visited and even if you have been to all, please go *again* and tell them how much you appreciate their support.

Although today brings Cambridge Conference 2007 itself to a close, tomorrow is however an important day, with visits for those who have booked, and departure for many. If you are leaving, your room must be cleared by 9 am – take your luggage to Registration for storage during the day. Please allow time for moving out of your room.

Friday's off site visits are to the Land Registry offices in Peterborough and to the Defence Geographic Centre at Feltham. Coaches leave at 9.30 am from outside the Cripps Porters Lodge.

Friday's onsite 'visit' is the *Ordnance Survey Experience* - we have saved you a long journey to Southampton by bringing Ordnance Survey to you. A team of technical and commercial specialists will make presentations on a variety of topics, and will be answering your questions. The *Ordnance Survey Experience* starts at 10 am prompt.

Sad though it is, we have to accept that some of our colleagues – who have become friends during the week – will be leaving today. We wish them happy memories of Cambridge 2007, a safe journey home and a warm welcome on their arrival.



**Weather for Cambridge**  
**Thursday**  
Max 22°C  
Min 11°C





Introducing the team of Conference rapporteurs who have been working hard behind the scenes day and night. They have been busy taking and writing up notes on each plenary and workshop, and the lively discussion each one provoked. The notes they have taken will be invaluable in understanding the presentations when they are published on the Conference web site. The rapporteurs, volunteers from Cambridge University, Defence Geographic Centre, EuroGeographics, Land Registry, Ordnance Survey Great Britain, Ordnance Survey Northern Ireland and United Kingdom Hydrographic Office also provide the summaries of the preceding day's programme in this newsletter.

#### First Plenary

##### Business Models and Sustainability

Changing geoinformation needs have produced a wide range of business models, yielding the following lessons:

- Government subsidy is needed to achieve cost recovery (Ghana).
- State and commercial activities should be separate (Norway).
- Data standardisation helps meet customer needs (Canada).
- Value-added partnerships facilitate Trading Fund models (Britain).

#### Second Plenary

Keynote address by Jon Williams, World News Editor of the BBC.

Jon Williams spoke in lieu of Helen Boaden. The BBC has broadcast internationally for 75 years, and has a vast worldwide audience. It has pioneered the concept of Citizen Journalism, with photos and increasingly video clips contributed by the public. The BBC's undoubted effect sometimes regrettably leads to opposition, but Trust, Truth and Openness remain its watchwords.

#### Resourcing NMOs – Partnering, Outsourcing, Offshoring or What?

The task of NMOs is getting more complex and customer expectations are growing. Partnering, contracting, outsourcing and offshoring offer opportunities to supplement corporate resources, to reduce risk, to lower operating costs and deliver faster.

Effective relationship management is necessary to build the mutual trust which is necessary for success.

#### Workshop 1

##### Capacity Development

The key questions facing this workshop were based around the capacity to produce and use geographic information. All political thinking has a spatial footprint but often there is a lack of knowledge and understanding. A mixture of delegates from around the world and their experiences helped stimulate a lively debate.

#### Workshop 2

##### Mapping for Disaster Response

Be Prepared, Be Very Prepared! This was the key message portrayed to the disaster management workshop. The MapAction experience was presented highlighting the various disaster responses they have been involved in; the attendees then took the opportunity to plan their own disaster response action plan on the fictitious country of Juliandia.

Juliandia is now in safe hands!

#### Workshop 3

##### Archiving Geospatial Data for Long-Term Preservation

NMAs face important challenges in preserving and archiving geospatial digital data. The importance of preserving this information was illustrated from an end user view. A case study and a national archive perspective outlined the practical issues on what needs to be done and identified further key issues, initiating good discussion. Definitely a subject requiring further attention by NMAs.

#### Workshop 4

##### The Business of SDIs

Whilst the SDI concept is becoming better understood, the way in which an SDI can be developed in terms of roles and responsibilities, data requirements and management, and dissemination of information are less well developed. The session majored on how three nations have approached these issues in a flexible manner and how the geological community is seeking interoperability on a global scale.

#### Workshop 5

##### Customer Experience Thinkings

All of us serve customers, be it within the government arena, partners or the end-user themselves. They are at the end of all our internal businesses processes. This session described the critical importance of making sure customers are not just satisfied but have a customer experience with your business that they will want to repeat time and time again.



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