



agigEoCOMMUNITY'09

Realising the Value of Place

Set against the economic downturn, key issues under discussion at this year's AGI Conference programme are likely to concentrate minds as never before

The conference will be structured around the seven themes identified below, with a final programme to be published in June. The topics have been suggested to give shape to the event and to spark the imagination of conference contributors. AGI has also suggested some cross cutting themes that could appear in a number of categories.

1. Enterprise Mashups. A hot topic for the last few years; what evidence are we seeing of the value of mashups? Is there a move to professional quality implementations? Are policy/decision-makers using mashups? If so, where and why? Have mashups a place in the enterprise? Can you build an enterprise mashup in your bedroom? What are the strengths and weaknesses of current mashups?
2. Futures. What technologies and applications are going to change or challenge our industry? AGI seeks thought-provoking ideas about technology, applications and business.
3. UK SDI. The UK Location Strategy is published, the Location Council is now formed and a UK SDI Programme Team is operational within Defra. INSPIRE implementation is ongoing and the Marine Bill is of major importance to UK GI and the future of the UK Marine environment. Examples of regional and local SDI's are in place. What will a UK SDI mean to us? What is happening? What are the timescales? How do SDI's fit together? Where do standards fit? What role does metadata play? What have we learned so far? How does the international experience compare?
4. Informal Geography. As GI becomes ubiquitous and location is found at the heart of consumer as well as business activity, how do we as a population perceive geography and how does geography alter our perspective and understanding of 'place'? Do we have a common language for place? How does this affect decision making? Do technology benefits undermine geographic literacy or enhance it? Is the neighbourhood and local market being invigorated by spatially enabled technology?
5. Data Politics. Great technology and applications can cause disagreement and strong debate on the importance of data quality, consistency and refresh levels. What are the privacy issues? Where are the pitfalls and the urban myths? What role do standards play? Is there too much or too little legislation?
6. ROI. How do we best articulate the value of GI and GIS? Can we equate financial and soft benefits? What common ground is shared by disparate GIS applications? What business models are identifiable in the GI business? Can GI help deal with business disruption? Does the changing economic landscape improve the quality of what we do with GI?
7. GI Making a difference. How does GI play a role in shaping our response to the environmental, economic and social challenges of the modern world? Is GI as important as we'd like to believe?

Cross-cutting topics that contributors may wish to address across one or more of the above themes include: Mobile GIS; Disruption; GI/GIS Going Mainstream; Real Time GIS; Temporal GIS.

First plenary speaker confirmed

Andrew Turner, the CTO of FortiusOne, the company behind GeoCommons and the author of O'Reilly's 'Introduction to Neogeography' and 'Trends in Where2.o' is confirmed as the first plenary speaker at GeoCommunity 09. Andrew has a particular interest in collaboration and user-generated content around location and time. He is actively involved in open-data projects such as OpenStreetMap and VoteReport, as well as open-source projects like Mapstraction and GeoPress.

GeoWeb stream

Running throughout the conference, a new Geoweb stream will bring together established and new geographers (sometimes mis-named 'paleo' and 'neo') for two days of workshops, presentations and activities. Appealing to both the traditional GI community and the neogeographer, it promises to be educational, inspirational, practical and fun. Combining a 'mini Where 2.o' with the UK's largest mainstream GI conference is a significant step for the GeoCommunity and represents a great opportunity for all involved

Welcome!

This year's new conference team looks forward to bringing you an expanded pre-conference programme, some stunning plenary speakers who will be announced over the next few months, a new Geoweb stream, and expanded education opportunities. It is important to remember that the conference is created by AGI members for AGI members and the whole GeoCommunity.

This year's conference theme is GeoCommunity - Realising the Value of Place. As part of this, we want to explore the key themes arising from the UK Location Strategy, the implementation of INSPIRE, the adoption of mashups within the mainstream of public and commercial sectors (you might even describe this as mashups from the bedroom to the enterprise), looking forward to the future, informal geography (which could mean whatever you want it to), data politics, return on investment methodologies and analysis and of course the wide range of case studies from which we can all learn.

Registration for the conference is now open with very attractive "early bird" offers. We are able to hold delegate rates at the same level as last year so do make sure that you ring-fence a bit of budget for what is now established as the UK's leading geo-event. Here are a couple of comments about GeoCommunity from last year:

...made this conference one of the most interesting I have been to in the last year... - Geoff Zeiss, Autodesk

I really did feel that they were trying to get a sense of community, breaking down barriers between vendors and users - Jo Cook, Oxford Archaeology



What? As the use of GIS has spread, the conference has grown over the past decade to become not only the flagship event for the Association, but also the nation's largest and broadest ranging event for GI professionals. In 2008, the two-day residential conference based in Stratford upon Avon attracted more than 600 delegates from 220 organisations (up 20% on 2007) who participated in more than 50 workshops, presentations and debates.

When? 23 -24 September PLUS an 'icebreaker' event the evening before the conference on 22 September

Where? The Holiday Inn, Stratford-upon-Avon, UK. The first 200 bookings

Prices? All prices exclude VAT.

| Member Type | Delegate Type | Early Bird | Standard |
|--------------------|-----------------------------------|------------|----------|
| Member | Full Conference (Inc. Icebreaker) | £399 | £485 |
| Non Member | Full Conference (Inc. Icebreaker) | £510 | £599 |
| Speaker | Full Conference (Inc. Icebreaker) | £330 | £330 |
| Member | Full Conference (Exc. Icebreaker) | £275 | £325 |
| Non Member | Full Conference (Exc. Icebreaker) | £355 | £430 |
| Speaker | Full Conference (Exc. Icebreaker) | £200 | £200 |
| Member | 1 Day Pass | £100 | £135 |
| Non Member | 1 Day Pass | £150 | £175 |
| Student Member | 1 Day Pass | £50 | £70 |
| Student Non Member | 1 Day Pass | £75 | £90 |

It is attempting to merge the 'neogeography' folks with traditional GI folks. It is striving to understand how new approaches and old approaches can possibly work together. It is wanting to move beyond 'neo' and 'Web 2.0'...I think AGI made a big leap. A leap that others in the world have yet to discuss and think on - Jeff Thurston, Vector One



So put the dates in your diary and look out for the early birds (no worms just discounts).

This year we want to open up the dialogue with you the members of our GeoCommunity. We are twittering at <http://twitter.com/GeoCommunity> follow us and share with the team your ideas, thoughts, grouches or whatever (even if you don't twitter save the link). I will be blogging about the plans and preparations for the conference at <http://GIScussions.blogspot.com> and of course you can find program details, registration and loads of other information at the AGI website www.agi.org.uk and you can mail me at steven@agi.org.uk

I look forward to meeting you in Stratford this year.

Steven Feldman
Chair of AGI GeoCommunity '09

seeking accommodation will qualify for hotel rooms in the conference venue. The rest will be accommodated in the vicinity until residential packages are sold-out, as was the case in 2007 and 2008.

Why? In the 20th year of the AGI's operation and with the development of a UK Spatial Data Infrastructure (UK SDI) now started, this year's theme 'Realising the Value of Place' will address the role of the GeoCommunity at a time of global economic challenge and opportunity. GI and GIS is ever more pervasive, its use ranging from Central and Local Government to utilities, infrastructure, marketing, insurance, retail, business intelligence and consumer applications. As the use of GI grows, its relevance in addressing challenges in the modern world becomes ever more important. As a community we want to show and articulate that diversity, importance and value.

Delegates will have access to the conference streams and exhibition, accommodation, refreshments, the AGI Party and entertainment, plus a range of competitions and other events throughout the conference.

Follow GeoCommunity at <http://twitter.com/GeoCommunity> and <http://agiconference.blogspot.com/>

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Conference website:
www.agi2009.com

