

## Location, Location, Location

Proceedings of the AGI conference held at Earls Court, London, England, 18-20 September 2001 as part of *GIS2001 in association with the AGI*

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# The AGI conference organising committee at GIS 2001

The AGI's thanks go to the organising committee for the AGI conference:

John Glover - Teramedia (Conference Chair)

John Alderson - Informed Solutions

Robert Barr - Manchester University (AGI Chair)

Tony Black - Intelligent Addressing

Peter Capell - Chair of IGGI, Chief Statistician DTLR

Peter Clegg - Cliffe House Associates

Andy Coote - ESRI (UK)

Del Fazoranti - CMP Europe Ltd

Gayle Gander - AGI

Mark Linehan - AGI

Jessica Lonkvist - CMP Europe Ltd

John Wills - Autodesk

## Conference chairman's welcome

by John Glover



As the new AGI Conference Committee Chairman, I would like to welcome you to this year's conference and GIS exhibition and also like to thank Dr. Robert Barr for setting me the near impossible challenge of improving on last year's conference. This will be no easy feat, as it was unanimously accepted as the best AGI conference 'in living memory'. For those of you that know me, you will appreciate that this is the type of peculiar challenge I enjoy and will endeavour to undertake on behalf of the AGI.

Over the last three years or so, I believe the AGI Conference has grown in stature and importance. This is reflected in the quality of the speakers and delegates that attend, as well as the serious and informative subject matter that now forms the core of our programme. This year's conference is no different in that aspect; in fact I would go as far as stating that I believe we have more key speakers from both the public and private sector than ever before. By attending the conference, you will improve your understanding of how Geographic Information (GI) can be utilised in your business and you will also be provided with a unique opportunity to participate in the premier industry forum that pro-actively seeks to identify and remove the barriers to success.

To help us all to focus, we have used the theme of 'Location, Location, Location' for this year's conference. This well-worn phrase reminds us of the important role of locality in our understanding of the environment in which we work and live. For those of you in the public sector, I hope you will learn from the key policy makers and visionaries the strategic role GI can play in your e-government agenda. For those of you in the private sector, I hope that the invited senior business executives will inspire you through their opinions on the importance of GI in the creation of exciting new commercial opportunities and improvements in customer service.

With location as the theme, it is highly appropriate that this year we are providing a much higher profile for the emerging market of Location Based Services (LBS). This exciting new business area reflects the growing need for accurate, up-to-date, fit-for-purpose GI, something, I am sure you will agree, we all have a vested interest in.

The inclusion of new communities such as LBS into the conference is entirely consistent with AGI's remit to represent a growing broad church of users from both the public and private sector. I would like to personally thank the AGI Conference Committee for doing such an excellent job in programming the major issues and initiatives that address both the specific and generic needs of organisations, whatever their market focus.

I hope that you will feel the conference has been worthwhile and that your time was well spent. I would also ask you to make sure you do provide feedback, both positive and negative.

It is YOUR conference after all, enjoy!

John Glover

Conference Committee Chair.

## CMP Europe – providing hi-tech marketing services and information across the UK and Europe

*GIS 2001 in association with the AGI* conference is Europe's premier Geographic Information (GI) event. For the past 10 years this annual industry event has brought together under one roof the latest products and services, the experts, the press and end users for three exciting, informative and highly productive days.

The show's strong affiliation with leading industry associations and experts has enabled CMP Europe Ltd, the event organisers, to provide many free education programmes and information zones for visitors and delegates alike. Each area is independently run, providing free advice, education and information on a wide range of issues and business solutions:

- The Consultancy Centre
- 'First Steps' Seminar Programme
- Location Based Services Pavilion
- Space and Remote Sensing Zone
- The Solutions Centre
- The Public Sector Information Zone

From the established industry names to the new innovative players GIS 2001 ensures all attendees will have the opportunity to see the very latest in GI applications – business and technology solutions that deliver practical answers to today's business challenges.

*GIS 2001 in association with the AGI* conference will benefit each visitor and delegate in so many ways. Whatever your background, level of knowledge and expertise you will leave with valuable information, advice and opportunities.

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# To maximise the use of geographic information for the benefit of the citizen, good governance and commerce”

The Association for Geographic Information represents the varied interests of its members and the wider geographic information (GI) community. The Association plays an important role in ensuring that GI remains high on the political agenda and that the benefits GI can bring are fully recognised at all levels within the private and public sectors.

The AGI draws members from all sectors including users, software suppliers and vendors, consultants, government departments, local authorities, emergency services, health authorities educational establishments and individuals. All members enjoy a vibrant and varied programme of activities and benefits, supporting them in different ways:

- Meetings and seminars
- Special interest groups
- Development of standards
- Definitive GIS source book
- Annual conference and exhibition
- Regular newsletter
- Discounts on publications
- Free magazine subscriptions
- Annual awards
- Continuing professional development
- Networking opportunities
- Intelligence gathering
- Lobbying government
- Portfolio of GI case studies
- Informative web-site

## Informing

The membership is kept up to date through a regular newsletter, e-mails, mailings, seminars, publications and articles. AGI's new web site is a fundamental resource in for everyone with an interest in geographic information. As well as providing information on AGI initiatives, there is a wealth of material in the form of case studies, links to national initiatives and other resources in Europe and Internationally.

## Influencing

Many AGI members work in government, allowing access to decision-makers at the highest level. The AGI works closely with IGGI, the Intra-governmental Group on Geographic Information and is a member of the Parliamentary IT Committee.

The Conference programme is indicative of AGI's ability to attract decision makers from Government and Business. Key note speakers this year include the Deputy Mayor of London, Deputy Director of

eGovernment Strategy and Service Delivery, Office of the e-Envoy, the Managing Director of Vodafone Multimedia and the Director General of Ordnance Survey.

The AGI is also active in Europe, being a founder member of EUROGI - the European umbrella body for geographic information.

### Acting

The AGI takes decisive action to ensure that its members' legitimate interests are promoted and, by consulting with members, the AGI can give the GI industry a respected voice at the appropriate level. AGI also comments on Government Consultations that affect the industry.

The AGI is dependent on the active participation and support of its members to deliver an extensive and lively programme each year, and we welcome new members to join and find out what the AGI can do for them.

To find out more contact us at:

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[W:\ www.agi.org.uk](http://www.agi.org.uk) AGI's new web site - the one stop shop for geographic information in the UK.