

GeoPlatform	Public Sector
<p>We recommend:  <b>MapInfo Professional version 9.5 Sneak Preview!!</b>            Tom Probert  <i>EMEA Desktop Product Manager</i></p> <p>Track 5.1 and 6.1</p>	<p>We recommend:  <b>MapInfo Professional version 9.5 Sneak Preview!!</b>            Tom Probert  <i>EMEA Desktop Product Manager, Pitney Bowes MapInfo</i></p> <p>Track 5.1 and 6.1</p>
<p><b>GeoPlatform Product Roadmap and future directions</b>            Mark Bishop  <i>Product Manager EMEA</i></p> <p>Track 4.2</p>	<p><b>Enhancing Service Delivery and Town Centre Regeneration with Location Intelligence</b>            Jonathan Clark, <i>EMEA Strategic Industry Manager, Retail, Pitney Bowes MapInfo</i>            Alan Pankhurst,  <i>Lincolnshire County Council</i></p> <p>Track 1.2</p>
<p><b>1. GI &amp; CRM - good buddies! - MUG</b>            Mark Percival  <i>Geographic Information Systems Manager Customer &amp; Workforce Services Coventry City Council</i></p> <p><b>2. PlanWeb 4.5</b>            Chris Russell  <i>Product Manager EMEA</i></p> <p>Track 4.3</p>	<p><b>Mapping wildlife, biodiversity and environmental characteristics</b>            Greg Phillips, BA PGDip MIFA  <i>Technical Coordinator Northamptonshire County Council</i>            Matt Davies  <i>GIGL</i></p> <p>Track 1.3</p>
<p><b>Converge - Linking your Asset Management data with GeoPlatform</b>            Steve Hanks,  <i>Solutions Architect, Pitney Bowes MapInfo</i>            Ciara Warner,  <i>Pitney Bowes MapInfo</i></p> <p>Track 4.4</p>	<p><b>GI &amp; CRM - good buddies! - MUG</b>            Mark Percival,  <i>Geographic Information Systems Manager Customer &amp; Workforce Services Coventry City Council</i>            Roger Jones,  <i>GIS Manager, Bournemouth Borough Council.</i></p> <p>Track 1.4</p>
<p><b>Web 2.0 - beyond the hype</b>            Mark Bishop,  <i>GeoPlatform Product Manager, Pitney Bowes MapInfo</i></p> <p>Track 4.5</p>	<p><b>Delivering shared services - overcoming the technical and cultural barriers</b>            Ciara Warner,  <i>Solutions Architect, Pitney Bowes MapInfo and Nigel Mason, Business Solutions Group, Pitney Bowes MapInfo</i>            Steve Hanks,  <i>Solutions Architect, Pitney Bowes MapInfo</i></p> <p>Track 1.5</p>
<p><b>The INSPIRE directive and Metadata Manager</b>            Mark Bishop,  <i>GeoPlatform Product Manager, Pitney Bowes MapInfo</i></p> <p>Track 4.6</p>	<p><b>Safer Neighbourhoods</b>            Ian Broadbent,  <i>Strategic Industry Manager, Public Safety, Pitney Bowes MapInfo</i>            Andrew Brumwell,  <i>West Midland Police &amp; Charlie Gilbert, Dotted Eyes</i></p> <p>Track 1.6</p>
<p><b>GeoReveal Studio Masterclass</b>            Nicola Hall            Stuart Blair</p> <p>Track 4.7</p>	<p><b>Accessibility in a Web 2.0 World - Is there a middle ground?</b>            Chris Royles,  <i>Technical Solutions, Pitney Bowes MapInfo</i>            Mike Exon,  <i>Senior Solutions Architect, Pitney Bowes MapInfo</i></p> <p>Track 1.7</p>

Track Synopses for:  
**Geoplatform**  
**Public Sector**



BIRMINGHAM 29 – 30 APRIL

## Geoplatform

**MapInfo Professional version 9.5 Sneak Preview!!**Track 5.1 and 6.1  
1 hourTom Probert  
*EMEA Desktop Product Manager*

Be amongst the first in the world to see a sneak preview of MapInfo Professional version 9.5!! This session will introduce some of the features and capabilities planned for the next MapInfo Professional release. In addition, the longer term road map for the desktop product line will be discussed, including our plans for Vertical Mapper.

**GeoPlatform Product Roadmap and future directions**Track 4.2  
1 hourMark Bishop,  
*Product Manager EMEA*

Major Milestones & Product Releases through 2008/09.

**1. GI & CRM - good buddies! - MUG**

30 mins

Mark Percival  
*Geographic Information Systems Manager Customer & Workforce Services*

The presentation will demonstrate how Coventry use GI to support CRM workflow and mobile data collection. It will show how GI helps in the process of data capture and automated filling of eForms for mobile workers and also, how GI helps in automate workflow. Applications involved: Oracle Spatial, Lagan Frontline, Northgate's M3 & Pitney Bowes MapInfo's PlanAccess and CONFIRM.

**2. PlanWeb 4.5**30 mins  
Track 4.3Chris Russell  
*Product Manager EMEA*

Open discussion on the product capabilities and requirements for PlanWeb 4.5.

**Converge - Linking your Asset Management data with GeoPlatform**Track 4.4  
1 hourSteve Hanks,  
*Solutions Architect, Pitney Bowes MapInfo*Ciara Warner,  
*Pitney Bowes MapInfo*

The Holy Grail of Web based Maps for Citizens and internal stakeholders. A comprehensive demonstration of using industry techniques to maximise your use of Asset Management, Mapping and Performance data both internally and externally to the Public using Web Sites for visual overviews of service delivery and customer relevant data (Enquiries).

**Web 2.0 - beyond the hype**Track 4.5  
1 hourMark Bishop,  
*GeoPlatform Product Manager, Pitney Bowes MapInfo*

Just what is Web 2.0? What impact does it have on customer facing applications. (plus demonstrations - fresh from the MapInfo Labs)

**The INSPIRE directive and Metadata Manager**Track 4.6  
1 hourMark Bishop,  
*GeoPlatform Product Manager, Pitney Bowes MapInfo*

What is INSPIRE and how will it affect my organisation and how can the Metadata Manager help me?

**GeoReveal Studio Masterclass**Track 4.7  
1 hourNicola Hall  
  
Stuart Blair

Hint's, tips and tricks plus a spotlight on new functionality in 2.5.

## Public Sector

**MapInfo Professional version 9.5 Sneak Preview!!**

Track 5.1 and 6.1

1 hour

Tom Probert  
*EMEA Desktop Product Manager, Pitney Bowes MapInfo*

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**Enhancing Service Delivery and Town Centre Regeneration with Location Intelligence**

Track 1.2

1 hour

Jonathan Clark, *EMEA Strategic Industry Manager, Retail. Pitney Bowes MapInfo*

Alan Pankhurst,  
*Lincolnshire County Council*

The case for undertaking impact/capacity/competition studies, prior to the drafting of any guiding principles etc by Local Authorities, District Councils, and during the early stages of site assembly by developers..

Profiling neighbourhoods for service delivery. The inclusivity agenda presents new challenges for the planning and location of services to the community. This session illustrates how Lincolnshire County Council have used geodemographic tools to address these challenges.

**Mapping wildlife, biodiversity and environmental characteristics**

Track 1.3

1 hour

Greg Phillips, BA PGDip MIFA  
*Technical Coordinator Northamptonshire County Council*

Matt Davies, *GIGL*

Greg will demonstrate how analysis and digitising in MapInfo was carried through to each stage of the award winning Northamptonshire Environment Characterisation Assessment culminating in the interactive digital online mapping, geographically indexed report pdfs, and report cartography. The workflow from MapInfo through Adobe Illustrator using the MAPublisher add on will be discussed and the suite demonstrated live.

GiGLing for wildlife - this presentation will provide an introduction to the work of London's open space and biodiversity record centre focusing particularly on how GIS facilitates the delivery of wildlife information.

**GI & CRM - good buddies! - MUG**

Track 1.4

1 hour

Mark Percival,  
*Geographic Information Systems Manager Customer & Workforce Services Coventry City Council*

Roger Jones,  
*GIS Manager, Bournemouth Borough Council.*

The presentation will demonstrate how Coventry use GI to support CRM workflow and mobile data collection. It will show how GI helps in the process of data capture and automated filling of eForms for mobile workers and also, how GI helps to automate workflow. Applications involved: Oracle Spatial, Lagan Frontline, Northgate's M3 & Pitney Bowes MapInfo's PlanAccess and CONFIRM.



## Public Sector

**Delivering shared services - overcoming the technical and cultural barriers**Track 1.5  
1 hourCiara Warner, *Solutions Architect, Pitney Bowes MapInfo* and Nigel Mason, *Business Solutions Group, Pitney Bowes MapInfo*Steve Hanks, *Solutions Architect, Pitney Bowes MapInfo*

The pending reorganisation of local government will increase the impetus to deploy shared services. How do we avoid the drive for efficiency becoming a Win:Lose? This session will share our experience from two recent partnerships - in Cambridgeshire and Kent.

**Safer Neighbourhoods**

Track 1.6

Ian Broadbent, *Strategic Industry Manager, Public Safety, Pitney Bowes MapInfo*Andrew Brumwell, *West Midland Police & Charlie Gilbert, Dotted Eyes*

Location Intelligence and the fight against crime - Ian Broadbent spent 17 years within the Police Service. This session will provide a high level understanding of the ways in which Location Intelligence is being used to address key issues within the policing agenda

Face Facts - Feel Safer - Does the presentation of detailed crime statistics at neighbourhood level increase or alleviate the fear of crime. This demonstration of West Midlands Police's experience will provide an answer - [www.myneighbourhood.info](http://www.myneighbourhood.info) - a public web site for neighbourhood crime statistics.**Accessibility in a Web 2.0 World - Is there a middle ground?**Track 1.7  
1 hourChris Royles, *Technical Solutions, Pitney Bowes MapInfo*Mike Exon, *Senior Solutions Architect, Pitney Bowes MapInfo*

e-GIF mandates the use of browser based applications and defines accessibility to be an essential requirement. A participatory discussion on the challenges of combining rich interactivity within accessibility guidelines.