

Driving Innovation with Geographic Information

Thursday 15 January 2009, 17.00 – 21.00

RSA, London

Geographical information (G.I.) is becoming more critical and valuable in this time of converging technologies e.g. mobile devices, GPS and ubiquitous technology. This is having an impact on many business models and applications, for example:

- G.I. in energy surplus and deficiency can bring new ways to save energy and build communities;
- Transport planning and direction to speed process, plan better and save costs;
- Health, wellness and exercise being tailored to locations;
- Marketing and customer interaction being location specific;
- Plus many, many more geographic solutions that we are sure impact your business.

This meeting will address the approaches that can be used to innovate in this area e.g. guide key themes, partner with providers and give the data and applications away for people to develop their own solutions e.g. OS Openspace and Google approaches.

Chris Parker of Ordnance Survey will provide a brief presentation and insights to their thinking and some approaches they are seeing in this important area.

Following the presentations there will be time for the executive attendees to discuss the topic and explore application themes that may be relevant to them.

Forum preparation

To ensure a rich and fully participative discussion please consider:

- What are the key opportunities and challenges in innovation with such a key item as G.I.?
- What opportunities may your organisation have to use G.I. more effectively?
- How would you partner with an organisation such as OS or Google to deliver the solution?

Forum format

The session is developed and facilitated by H-I Network for its members and will draw on our experience of supporting strategic change in leading global organisations. The forum welcomes up to two senior executives from each organisation to provide a good opportunity to discuss individual experiences. The forum commences at 17:00 with dinner served at 19:45, and the discussion continues.

Location and registration

RSA, 8 John Adam Street, London, WC2N 6EZ (www.thersa.org/house/location).

The RSA is located near The Strand and the nearest stations are Charing Cross or Embankment.

Please contact Lynda to reserve your place.

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For further information on H-I Network please view our website at www.h-i.com.



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