



Working together to make geography count

UK GEOforum is pleased to announce its forthcoming

UKGEOforum 2014

Annual Lecture

featuring guest speaker

David Overton

MD of *SplashMaps Ltd.* - Maps Designed for the REAL outdoors
&
Founder of *dbyhundred Ltd.* - A Geographic Innovation Company

Title: Weaving a new mapping genre

David's lecture will cover the following areas

Following trends
A leg-up from Open Data
A Kick-start from Crowd Funding
A Design Challenge
Making a Splash
Getting them out there AND **used**
Tailoring for the market
A fabric future?

Thursday 23rd January 2014

18.00 - 19.00 Lecture Hall

Royal Institution of Chartered Surveyors

12 Great George Street • Parliament Square

London SW1P 3AD

This lecture is **free of charge** and open to all.

Non-members of the **UKGEO**forum are welcome to attend.

Please pre-register with the RICS by emailing pgsupport@rics.org

Refreshments will be served from 17.30

The **UKGEO**forum – representing 40,000 professionals in the GI industry



David is the MD of start-up SplashMaps Ltd., a business starting a whole new category of maps designed around use in the REAL outdoors. The business brings together our beliefs in the power of open and volunteer data and makes the benefits of these trends truly tangible. Find more on SplashMaps at www.splashmaps.net

In running SplashMaps he draws upon his skills and qualifications in Marketing, experience with Print technology (gained whilst at Johnson Matthey) and significant contributions to advancing Geographic Information and the services that support it.

He was the Innovation Manager for Ordnance Survey, managing key projects and initiatives that paved the way for OS open data (Open Space API, the award winning BBC sexy maps and collaboration, Ideas in Transit) and a number of transport and location data and services based projects.

He founded location technology consultancy, dbyhundred in 2009. Since then he has been project managing and forming collaborations that will lead to a European Location Framework of harmonised European location services. For the ESDIN (European Spatial Data Infrastructure and Network) he and his team won the Geospatial World award for contributions to European Policy support in 2012. During 2013 David continues to be involved in location related projects in; Low Carbon vehicle technology, vehicle navigation, vulnerable road user sectors and home WiFi security; providing marketing and innovation management services.

He graduated in Chemical Engineering in 1991 and Marketing in 2001. He has been a fellow of the Royal Geographical Society since 2009.

Further details about David can be found on his website at <http://www.dbyhundred.co.uk> and please follow him on twitter (@splashmaps) and facebook/splashmaps.