



Press Release
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For immediate release

GEO Business and Class of Your Own launch

GEO Careers – inspiration for the next generation

It would seem there is little understanding of professions within the built environment and few young people aspire to a career in this important sector of the British and global economy. It is with this serious skills shortage in mind that the organisers of GEO Business 2017 are delighted to announce the launch of a brand new educational element to the show – GEO Careers. Working alongside Alison Watson from Class of Your Own (COYO), they have together developed a full day of enticing activities and presentations for students aged 14-19, with the aim of demonstrating just how exciting the geospatial industry is and why they should choose a ‘geo’ career path.

Taking place on 24th May alongside GEO Business in London, the programme will consist of several talks from industry professionals highlighting their own careers, experience and expertise. This will be followed by a group activity to scan the exhibition hall (the roof of which is a feat of engineering ingenuity in itself) and digitally model it, encouraging collaboration, ownership and the real life application of maths and technology skills outside of the classroom. A panel of esteemed judges will then review each of the models, presenting the winners with an action packed day out behind the scenes at one of the UK’s current infrastructure projects.

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Alison, Managing Director (and land surveyor) at COYO, wrote the accredited 'Design Engineer Construct!' (DEC!) curriculum which integrates the technical areas of sustainability, architecture, engineering and construction into a fun "learn anytime, anywhere" approach. The course has subsequently been adopted by schools across the UK to inspire the next generation of built environment professionals. At GEO Business 2017, students studying the 'DEC!' course at Clacton Coastal Academy, Essex have been selected to visit GEO Business, on a fully funded trip that will assist with their coursework and broaden their minds as to the potential paths their careers could take.

When talking about this collaborative project, Alison commented, 'We could not be more excited to work with the GEO Business team enabling students to visit the UK's largest geospatial event. This will not only be a fantastic experience for the students but industry will also have the opportunity to engage with the next generation and help cultivate their natural interest in the technical world of geospatial technology.'

GEO Business Event Director Caroline Hobden commented, 'We have been working towards this for quite some time now, so it is extremely satisfying to see our hard work come to fruition. We are absolutely thrilled to be working with Class Of Your Own (COYO) to launch such a worthwhile programme at the show. We are looking forward to welcoming the students of Clacton Coastal Academy on this maiden voyage and to growing this event so that we can welcome more schools, colleges and universities in years to come.'

GEO Careers is also open to DEC! teachers from across the UK, who will have the opportunity to come to the show, benefit from complimentary access to the main conference and enjoy their own focused training session from professionals within industry, aiming to fully arm them with knowledge of the latest technology and techniques to take back to their students and further educate and inspire them.

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Notes:

Diversified Communications UK Ltd is the UK division of an international media company with a successful portfolio of sector leading exhibitions, conferences, publications and websites. Industry events with relevance to the geospatial marketplace include the International and European LiDAR Mapping Forums, the SPAR Point Group 3D Imaging events and the Ocean Business event in Southampton. www.divcom.co.uk

GEO Business is the UK's biggest geospatial event for everyone involved in the gathering, storing, processing and delivering of geospatial information. Launched in 2014 and organised in collaboration with the Chartered Institution of Civil Engineering Surveyors (ICES), the Association for Geographic Information (AGI), the Royal Institution of Chartered Surveyors (RICS), The Survey Association (TSA) and the Institution of Civil Engineers (ICE).

The Chartered Institution of Civil Engineering Surveyors (ICES) is an international qualifying body dedicated to the regulation, education and training of surveyors working within civil engineering. ICES is now recognised as the leading chartered professional body for civil engineering surveyors. They have introduced relevant and meaningful competencies for geospatial engineers and commercial managers which make a difference. www.cices.org

The Association for Geographic Information (AGI) exists to represent the interests of the UK's GI industry; a wide-ranging group of public and private sector organisations, suppliers of GI software, hardware, data and services, consultants, academics and interested individuals. The AGI, by way of its unique membership forum, brings together this previously disparate GI community to share ideas on best practice, experience and innovation, and offers access to unparalleled networking opportunities with significant business benefits. As such it acts on behalf of the community as a whole. Since its formal inception in 1989, it has built up a significant membership base and established itself as the respected voice in GI and is the membership body for everyone with an interest or involvement with GI. <http://www.agi.org.uk>

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RICS - the Royal Institution of Chartered Surveyors - was created in 1868 in the United Kingdom. It received a royal charter in 1881. Their members are known as chartered surveyors, and are recognised by the designation after their name - FRICS (for Fellow of RICS) or MRICS (for Member of RICS). Today we are a global property professional body which aims to: regulate and promote the profession; maintain the highest educational and professional standards; protect clients and consumers through a strict code of ethics; provide impartial advice, analysis and guidance. www.rics.org

The Survey Association, known generally as TSA, is the trade body for commercial survey companies in the UK. The association was formed in 1979 to give a focus for private sector businesses in land and hydrographic survey. It is important to realise, however, that it is not a regulatory body. The role of TSA is to promote best practice amongst its members, provide a forum for members for discussion, debate and continuing professional development and, to the wider audience such as engineers and architects, provide guidance on new methods and techniques and a list of suitably qualified and experienced companies. www.tsa-uk.org.uk/

The Institution of Civil Engineers (ICE) strives to promote and progress civil engineering. ICE was founded in 1818 and was granted a royal charter in 1828 where they declared that their aim was to “foster and promote the art and science of civil engineering”. That is still their aim today and they represent around 80,000 members worldwide. <http://www.ice.org.uk/>

Further information about the Design Engineer Construct! learning programme can be found here:
<http://designengineerconstruct.com>