

## Expectations exceeded at launch GeoNorth 2003 event

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GeoNorth 2003 successfully served Geographic Information (GI) specialists within the public sector and public service communities through its launch on Tuesday 18th March 2003. Eight seminar sessions and thirty-nine suppliers informed and educated around 270 visitors during the one-day event.

Decision-makers from across local, central and regional government, as well as the emergency services attended the event.

The launch event's success was summed up by exhibitor Rob Knight from Salford GIS Ltd, "Just a quick word of congratulations for GeoNorth - we're all agreed that it was an excellent event with higher than expected visitor numbers and of a good quality too. So thanks for organising the event, we found it a very worthwhile exercise and hope that you will consider a repeat next year."

As well as the event itself, each of the content-led seminar sessions were extremely well attended, with leading experts from across a number of disciplines giving case study led presentations. Each speaker openly discussed such topics as 'Data Management – Why good GI is crucial', 'Using GI to deliver high quality, accessible & responsive public services', 'Boosting efficiency & sharing information using the Pilot Pan Government Agreement for central government' and 'Sharing best practice to deliver effective joined-up government'.

Andy Lane, GeoNorth's Portfolio Director commented, "GeoNorth 2003 has exceeded everyone's expectations. As organisers of GeoSolutions 2003 held in association with the AGI Conference, we are delighted with the results. These can be attributed to a number of factors especially the content led seminar sessions and exhibitor activity. It is also testament to being able to provide the right content and line-up for the right audience, and that's what this launch event has achieved."

Lane concluded, "We look forward to being able to provide our customers, both exhibitors and visitors, with the ultimate platform for sharing best practice, discovering the latest GI applications and technologies, and learning about successful GI implementation to those working within the public sector and public service again."

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Notes to Editor

About GeoNorth 2003

GeoSolutions 2002 announced the launch of GeoNorth 2003, a one-day showcase & seminar that will examine the latest issues, technologies and benefits of Geographic Information (GI) for the public sector and public service communities. It took place on 18th March 2003 at New Century House, Manchester. For further information, please visit [www.geo-north.com](http://www.geo-north.com)

About GeoSolutions 2003, held in association with the AGI Conference.

GeoSolutions 2003 in association with the AGI Conference will take place 16-18th September 2003 at Earls

Court, London, UK. GeoSolutions 2002 incorporating GIS 2002 and the AGI Conference featured over 100 exhibitors and had 3897 attendees (ABC Audited). For further information, visit <http://www.geosolutions-expo.com>

#### About CMPi, Property Group, IT & Games Division

CMPi's IT & Games division has more than 20 years of experience in producing industry leading, business-to-business events and publications for these high-tech markets. It remains at the forefront of the industry by continuously developing existing events and adding new products to its portfolio. CMPi's current successful products include CCF magazine (Call Centre Focus); Networks for Business, GeoSolutions, GeoNorth, Technology For Marketing incorporating Technology For Customer Service and Technology For Sales, Call Centre Expo UK, Call Center Expo Europe, ECTS, GDCE and SCoRE events; The Call Centre DataFile, Call Centre Management Yearbook, CMP Intelligent Marketing, CMP Interactive events and the Call Center Media Portal.

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