



David Lambert

DIRECTOR OF CARTOGRAPHIC PRODUCTION
NATIONAL GEOGRAPHIC MAPS

"Day Hikes of National Parks"

IMIA Mapping Leaders Virtual Forum Series

Biography

David is the Director of Cartographic Production for National Geographic's Map Division. He oversees the production, design, and scheduling of retail map products, and has been involved in National Geographic's outdoor recreation print map products for nearly twenty-five years. When not in the office, he can hopefully be found exploring and mapping caves.

Speaking on September 23, 2020, 10:00 – 11:00 am EDT

Abstract

Day Hikes of National Parks — For more than thirty years, Trails Illustrated maps have provided backcountry enthusiasts with detailed maps of national parks and many other recreation areas. Join me as I discuss our newest product line, *Day Hikes of National Parks*, and how it has expanded our consumer reach for those who may not otherwise consider a map essential.