



MAPPING LEADERS FORUM

MAY 14-15, 2025 • LONDON



FORUM DAY ONE

MAY 14, 2025

9:00 AM-9:30 AM	Arrival & Light Breakfast
9:45 AM-9:55 AM	Welcome/Opening Remarks <i>Vivien Godfrey, Stanfords, IMIA</i>
9:55 AM-10:40 AM	KEYNOTE PRESENTATION Maps: Truth and Beauty <i>Nick Bolton, Ordnance Survey</i>
10:40 AM-10:55 AM	Morning Break
11:00 AM-12:25 PM	Rapid Networking
12:30 PM-1:15 PM	Lunch
1:20 PM-1:40 PM	The Collaborative Path: Mapping and Promoting Greek Trails <i>Ivy Adamakopoulou, Anavasi</i>
1:45 PM-2:05 PM	HARVEY Maps: Why we do what we do <i>Adam King, HARVEY Maps</i>
2:10 PM-2:30 PM	Mapping the Frozen Continent of Antarctica <i>Laura Gerrish, British Antarctic Survey</i>
2:30 PM-2:45 PM	Q&A Discussion
2:45 PM-3:00 PM	Afternoon Break
3:05 PM-3:25 PM	Popular Maps, Professional Lessons: Bridging the Gap <i>Ian Wright, Brilliant Maps</i>
3:30 PM-3:50 PM	Using National Geospatial Data in Commercial Products: The Swedish example <i>Jānis Barbans, Jana seta Ltd</i>
3:55 PM-4:15 PM	Navigating Change and Challenging Times <i>Dave Jay, National Geographic Maps</i>
4:15 PM-4:30 PM	Q&A Discussion
4:35 PM-4:40 PM	Closing Remarks
4:45 PM-5:10 PM	Departure
6:00 PM-8:00 PM	Cocktail Reception at Oyster Shed

FORUM DAY TWO

MAY 15, 2025

9:00 AM-9:30 AM	Arrival & Light Breakfast
9:45 AM-9:55 AM	Welcome/Opening Remarks <i>Vivien Godfrey, Stanfords, IMIA</i>
10:00 AM-10:25 AM	KEYNOTE PRESENTATION Journey with Digital Publishing and What the Future Holds <i>Alex Beecroft, Collins</i>
10:30 AM-10:45 AM	Morning Break
10:50 AM-11:10 AM	Exploring New Digital Distribution Methods <i>Tristan Lyttle, Avenza Systems</i>
11:15 AM-11:35 AM	The Move from CAD to GIS <i>Carl Rauch and Hannes Mittergeber, freytag & berndt</i>
11:40 AM-12:00 PM	Personalized and Custom Map Products - New Opportunities for Cartographic Assets <i>Dave McIlhagga, MapSherpa</i>
12:00 PM-12:15 PM	Q&A Discussion
12:15 PM-1:15 PM	Lunch with Awards Presentation
1:15 PM-1:35 PM	From Data to Design: AI Accelerates the Cartographic Transformation <i>Aileen Buckley and Mark Cygan, Esri</i>
1:40 PM-2:00 PM	AI and eCommerce: Smart Technology Solutions for Map Business Growth <i>Mani Singh, NextByte Technologies</i>
2:00 PM-2:15 PM	Q&A Discussion
2:15 PM-2:40 PM	Geography Quiz & Afternoon Break
2:45 PM-3:15 PM	Empowering the Next Generation of Professionals in the Mapping Industry <i>Valeria Tenorio-Monterrosas, Esri</i>
3:15 PM-4:15 PM	Connecting the Business of Maps OPEN NETWORKING
4:15 PM-4:30 PM	Closing Remarks
4:30 PM-4:45 PM	Departure
6:00 PM-7:30 PM	Cocktail Reception at The Shard

Forum schedule is subject to change.