**Event Programme**

**Exhibition Hall**

- **0900** - registration
- **09.30** - Welcome and introduction. Peter Cochrane Facilitator
- **09.40** - My google maps site – Ave Wrigley ITN – Head of New Media Technology
- **10.00** - Data mashing applications developed by mySociety. Chris Lightfoot mySociety
- **10.20** - Google Maps API – up close and personal note: this is an interactive tutorial so please bring your laptop. Doug Ricket Google Maps
- **10.40** - Open space API – heads up. Andy Radburn Ordnance Survey – developer

**Lecture Theatre**

- **09.00** - mash-up demos in the exhibition hall

**Morning**

**What geospatial mash-ups are all about.**

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**Coffee**

- **11.00–11.15**

**Afternoon**

**How are we going to make use of geospatial mash-ups in the UK?**

- **13.30** - GeoRSS– leveraging the RSS ecosystem. Mikel Maron Geographer at large
- **13.50** - Making OGC™’s wfs specification mash-up friendly. Raj Singh Open Geospatial Consortium Inc
- **14.10** - Commercial benefits to organisations using geospatial mashups and open standards Norman Barker ITT VIS formerly RSI, makers of IDL, ENVI and IAS – consultant
- **14.30** - Meeting enterprise community requirements with mash-ups. Sean Phelan MultiMap founder
- **14.50** - Panel discussion: What does the future hold for mash-ups – single malt, blended or moonshine? Panel of 5 or 6 (tbc)
- **15.40** - Mash-up wrap-up.

**Close**

- **15.45**

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