



geoland



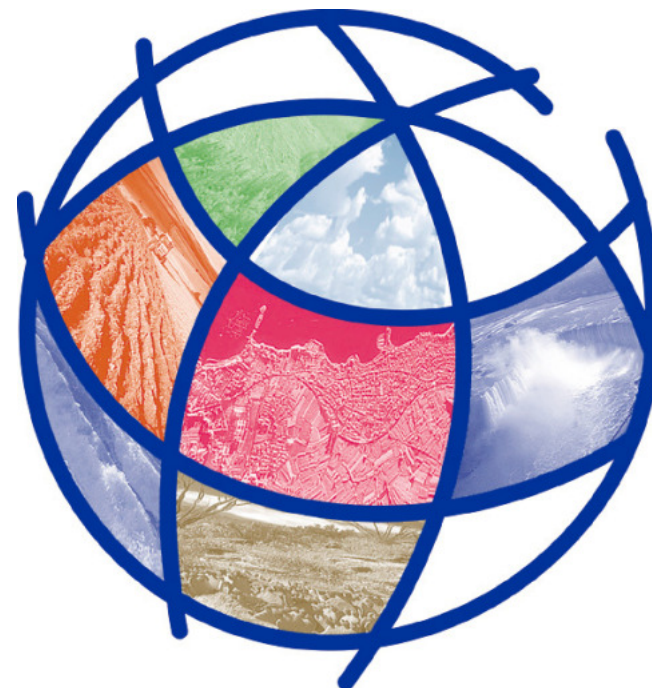
GSE Land esa

Status of Training / Promotion Activities

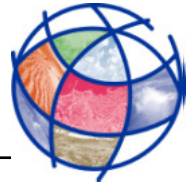
GMES Land User Meeting

Madrid, Spain – 22 October 2007

Mareike Doepke
Infoterra GmbH

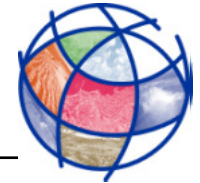


Overview



- **geoland** project activities (training/promotion – completion)
- **B4G** project activities (promotion focus)
- **GSE Land** project activities (training/promotion)
- **GMES Land training session for this afternoon**

B4G Promotion Activities



- **Focus is on promotion activities** to demonstrate the overall GMES Land approach, while dedicated training is performed by individual service providers
- **Target groups** extend far beyond the technical user community
 - High- to top-level politicians and political bodies
 - Decision makers on regional level
 - General public

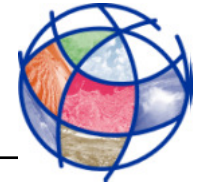
2007

- **Preparation of interactive demonstration** of GMES Land Services to demonstrate synergies with national activities
- **Striking presence in several events** (posters, demo walls,...) example: Munich GMES conference)

Planned

- „Glossy“ GMES brochure (early 2008)
- Cross-cutting scenarios (joint demo of GMES potentials and benefits by land / risk / ocean)
- Further dedicated events (context/opportunity: French EU presidency)
- Regional „roadshows“ cont. (starting Spring 08, Scandinavia)

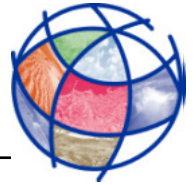
B4G / GMES Land Event Contribution



Munich GMES Conference (Apr 17, 2007)



geoland Training & Promotion



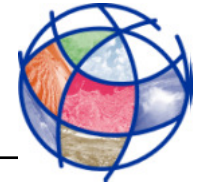
Documentation finalized and submitted

- Training Guides & Plans
- Training Packages &
- Training Reviews

- Promotion Plans & Packages
- Promotion Review

- Permanent updates of **project websites**

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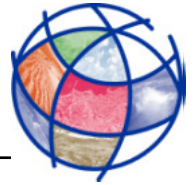


The most important „experience“ (theory confirmed!)



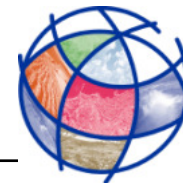
... largest success is achieved in „hands-on“ training

Other Activities



- **Newsletter**
 - Issue IV freshly printed – available!
 - Digital distribution – assure that you are on list

- Comming soon: **GMES Land data base** for online access
 - Project & other background documents
 - Real data examples from various member states (A, BUL, CZ, DE, ES, FIN, FR, LUX, NOR, ROM, SE, UK, ...)



Training – This Afternoon

- Detailed presentation and training on services and applications
- Feedback strongly desired: criticism and suggestions for improvements
 - Service providers on products / services / technical content
 - MD on concept / delivery of training

Please be honest do not hold off – service providers and users will benefit from constructive feedback!

- Training of value? National / local desired? Please request!

➔ Lesson's learned and feedback a **valuable source** for current and upcoming training / promo activities.