

# Commercial Business Events and Activities

The ESRI International User Conference has many presentations and events with hundreds of topics covered. To help you find your way to the Commercial Business sessions and events, we have prepared a more focused agenda.



## Sessions of Interest

Tuesday, July 14			
8:30 AM–9:45 AM	Moderated Paper Session	Bringing the Power of GIS to Logistics	SDCC, Room 26 A
8:30 AM–9:45 AM	Industry Focus Session	GIS in Business—Helping Companies Profit in Uncertain Times	SDCC, Room 23 A
8:30 AM–9:45 AM	Moderated Paper Session	Beyond Borders—GIS in Outreach and Development	SDCC, Room 26 B
8:30 AM–9:45 AM	Technical Workshop	ArcGIS Business Analyst Products and Their Value to the Government Market	SDCC, Room 27 A
8:30 AM–9:45 AM	Technical Workshop	Address Geocoding—Putting Your Customers and Constituents on the Map	SDCC, Room 29 A
9:00 AM–10:00 AM	Commercial Solutions Island Demo	What's New in ArcGIS Business Analyst Server	SDCC, Exhibit Hall C
10:00 AM–11:00 AM	Commercial Solutions Island Demo	What's New in BusinessMAP	SDCC, Exhibit Hall C
10:15 AM–11:30 AM	Moderated Paper Session	GIS Logistics: Minimizing Cost, Resources, and the Impact on the Environment	SDCC, Room 26 A
10:15 AM–11:30 AM	Moderated Paper Session	Quantifying the Benefits of GIS in Government	SDCC, Room 26 B
10:15 AM–11:30 AM	Technical Workshop	ArcGIS Business Analyst Products and Their Value to the Commercial Market	SDCC, Room 27 A
11:00 AM–NOON	Commercial Solutions Island Demo	ESRI Business and Demographic Data	SDCC, Exhibit Hall C
NOON–1:00 PM	Technical Workshop	The Business Case for a Spatial Data Infrastructure	SDCC, Room 27 A
NOON–1:00 PM	Commercial Solutions Island Demo	FM Enterprise Demo	SDCC, Exhibit Hall C
1:00 PM–1:30 PM	Commercial Solutions Island Demo	What's New in ArcGIS Business Analyst Online	SDCC, Exhibit Hall C
1:30 PM–2:00 PM	Commercial Solutions Island Demo	What's New in ArcGIS Business Analyst Desktop	SDCC, Exhibit Hall C
1:30 PM–2:45 PM	Moderated Paper Session	Improving Marketing and Market Analytics with GIS	SDCC, Room 26 B
1:30 PM–2:45 PM	Moderated Paper Session	Applied Techniques in GIS	SDCC, Room 26 A
1:30 PM–2:45 PM	Technical Workshop	ArcLogistics for Government Fleet Operations: Efficiency, Productivity, and Green Friendly	SDCC, Room 27 A
2:30 PM–3:30 PM	Commercial Solutions Island Demo	Using ArcGIS Business Analyst as a Service	SDCC, Exhibit Hall C
2:30 PM–3:30 PM	Industry Solutions Island Presentation	Managing Risk—GIS for Insurance	SDCC, Exhibit Hall C
3:15 PM–4:30 PM	Moderated Paper Session	Building a Successful Enterprise GIS Strategy—An ROI Approach	SDCC, Room 24 C
3:15 PM–4:30 PM	Moderated Paper Session	Strategy and Requirements: The Business Case for GIS	SDCC, Room 26 A
3:15 PM–4:30 PM	Technical Workshop	Fleet Management Using ArcLogistics and ArcLogistics Navigator	SDCC, Room 27 A
3:30 PM–4:00 PM	Commercial Solutions Island Demo	Optimizing Sales and Service Territories	SDCC, Exhibit Hall C
4:00 PM–5:00 PM	Commercial Solutions Island Demo	Automate ArcGIS Business Analyst Using ModelBuilder	SDCC, Exhibit Hall C
Wednesday, July 15			
8:30 AM–9:45 AM	Moderated Paper Session	Spatial Knowledge—Expanding Business Decision Making	SDCC, Room 26 B
8:30 AM–9:45 AM	Moderated Paper Session	FM 101—Starting and Building Your FM Program	SDCC, Room 26 A
8:30 AM–9:45 AM	Technical Workshop	Campaigning and Marketing: Maximize Your Return	SDCC, Room 27 A
9:00 AM–10:00 AM	Commercial Solutions Island Demo	ArcLogistics: From the Desktop to the Dashboard	SDCC, Exhibit Hall C
10:00 AM–11:00 AM	Commercial Solutions Island Demo	ESRI Data: 2009 Demographic Data Trends	SDCC, Exhibit Hall C
10:15 AM–11:30 AM	Moderated Paper Session	Business Analytics: Profiting from Integration	SDCC, Room 26 B
10:15 AM–11:30 AM	Moderated Paper Session	FM—Moving to 3D	SDCC, Room 26 A
10:15 AM–11:30 AM	Technical Workshop	Optimizing Your Sites and Territories: Do More with Less	SDCC, Room 27 A
11:00 AM–NOON	Commercial Solutions Island Demo	ESRI Business and Demographic Data	SDCC, Exhibit Hall C

Please note: All listings are subject to change; not every paper or event may be presented here.

SDCC = San Diego Convention Center

## Sessions of Interest

### Wednesday, July 15 (continued)

1:00 PM–1:30 PM	Commercial Solutions Island Demo	Leveraging Site Starters for ArcGIS Business Analyst Server	SDCC, Exhibit Hall C
1:30 PM–2:30 PM	Commercial Solutions Island Demo	Creating Mashups Using ArcGIS Business Analyst Server	SDCC, Exhibit Hall C
1:30 PM–2:45 PM	Moderated Paper Session	Experience FM—How to Utilize GIS for FM	SDCC, Room 26 A
1:30 PM–2:45 PM	Technical Workshop	American Community Survey: A Preview of Census 2010 Changes	SDCC, Room 27 A
1:30 PM–2:45 PM	Moderated Paper Session	GIS in Everyday Life: How Business GIS Touches Us All	SDCC, Room 26 B
2:30 PM–3:30 PM	Commercial Solutions Island Demo	What's New in ArcGIS Address Coder	SDCC, Exhibit Hall C
3:15 PM–4:30 PM	Moderated Paper Session	What Is Geographic Business Intelligence	SDCC, Room 26 A
3:15 PM–4:30 PM	Technical Workshop	ArcGIS Business Analyst Server for the Commercial Enterprise	SDCC, Room 27 A
3:15 PM–4:30 PM	Moderated Paper Session	Natural Hazards—The Worldwide View	SDCC, Room 26 B
3:30 PM–4:00 PM	Commercial Solutions Island Demo	ArcLogistics Navigator	SDCC, Exhibit Hall C
4:00 PM–5:00 PM	Commercial Solutions Island Demo	Customer Profiling Using ArcGIS Business Analyst Desktop	SDCC, Exhibit Hall C

### Thursday, July 16

8:30 AM–9:45 AM	Moderated Paper Session	Economic Development—Attracting and Supporting Development	SDCC, Room 26 B
8:30 AM–9:45 AM	Technical Workshop	Customizing ArcGIS Business Analyst Server—An Introduction	SDCC, Room 27 A
9:00 AM–10:00 AM	Commercial Solutions Island Demo	Using ArcGIS Business Analyst Online for Economic Development	SDCC, Exhibit Hall C
10:00 AM–11:00 AM	Industry Solutions Island Presentation	GIS in the Downed Economy—Bright Spots in the Gloom	SDCC, Exhibit Hall C
10:00 AM–11:00 AM	Commercial Solutions Island Demo	Leveraging ArcGIS Business Analyst Services for Economic Development	SDCC, Exhibit Hall C
10:15 AM–11:30 AM	Technical Workshop	Creating Customized Applications with ArcGIS Business Analyst Server	SDCC, Room 27 A

## Special Interest Group Meetings

### Tuesday, July 14

NOON–1:00 PM	GIS in Logistics SIG Meeting	SDCC, Room 26 A
NOON–1:00 PM	News Media SIG Meeting	SDCC, Room 26 B
3:15 PM–4:30 PM	Retail User Group—Panel Discussion	SDCC, Room 26 B

### Wednesday, July 15

NOON–1:00 PM	Facilities Management SIG Meeting	SDCC, Room 26 A
NOON–1:00 PM	Commercial Markets SIG Meeting	SDCC, Room 26 B
5:30 PM–7:00 PM	Insurance SIG Meeting and Evening Reception (Sponsored by Tele Atlas)	SDCC, Room 30 A East Terrace

## Business Partners

Company	Booth #	Company	Booth #
Adapx	604	PBS&J	610
Dewberry	415	Penobscot Bay Media	717
Digital Sandbox	P1737	SAIC	1825
Enspira Solutions	1408	Tactical Survey Group	2013
First American Proxix Solutions	709	Tele Atlas	1301
GeoDecisions	316	Vista Technology Services	611
Microsoft	1421	Woolpert	700
NAVTEQ	701		

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