



I hope that you are as excited as I am for the upcoming 2022 Esri User Conference (Esri UC)! This edition of the Business Community newsletter will feature multiple resources you can look at if you plan to attend Esri UC this year. We are excited to be back in person this year and see everyone in San Diego, California. If you can't attend, I hope you look into digital access to the conference. This year, the virtual element of the conference has been enhanced for a better user experience.

Featured in this edition is a guide that is specifically created with you (a business professional) in mind. We hope that you can use it as your one place to keep track of events and activities. Be sure to bookmark the page—we will be updating it periodically as we get closer to the event. It highlights our special interest group (SIG) meetings, user presentations from your peers, and sessions that will be impactful to you as part of the Esri business community.

This month we are heavy on Esri UC content, but we did just recently publish a couple WhereNext articles that I think you will find interesting. An especially fascinating article details how location technology is helping companies with loss prevention of their products. If you want to say hello in San Diego, be sure and stop by the Business Sector Industry Island on the Esri UC Expo show floor!



Ryan Gullett

Ryan Gullett, Business Community Lead

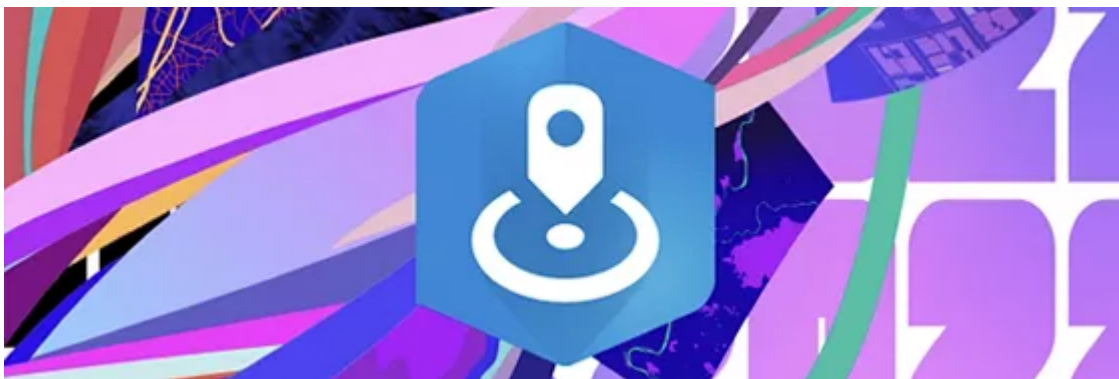


Your Business Community Esri UC Guide | 2022

We are excited to share with you our guide to help you navigate your week at the 2022 Esri User Conference. To help you find your way to the business/commercial related sessions and events, the Esri business team has prepared this custom guide. Please bookmark and save this link. As we move closer to the event, this guide will get continual updates.

In this guide you will find a list of our recommended sessions and technical workshops that have been hand selected by our team for members of the Esri business community. The list includes top special interest group meetings, user presentations, and technical demos—all with a business focus in mind.

[View Guide](#)

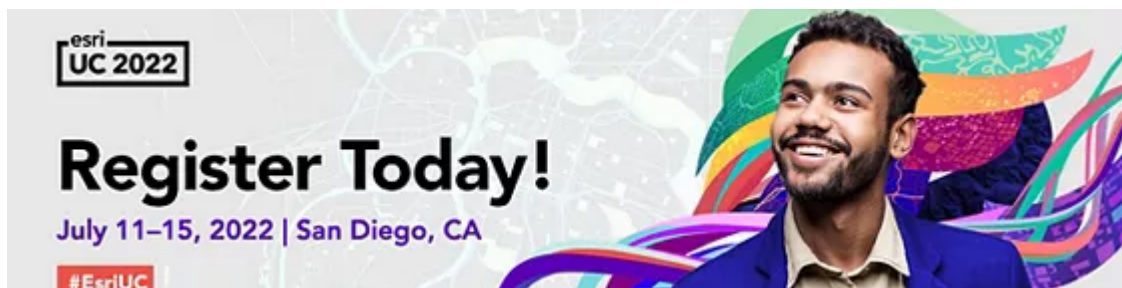


ArcGIS Business Analyst at the 2022 Esri User Conference

ArcGIS Business Analyst helps you make smarter decisions for market planning, site selection, and customer outreach by combining demographic, business, lifestyle, spending, and census data with map-based analytics.

Join us from July 11 to 15 at the San Diego Convention Center, where we have technical sessions, designated work areas, and some great events planned for all of you! To help you plan your schedule, we've broken down some of the exciting sessions and events you don't want to miss. You can find the Business Analyst team at the business industry area of the Esri UC Expo.

[Read More](#)



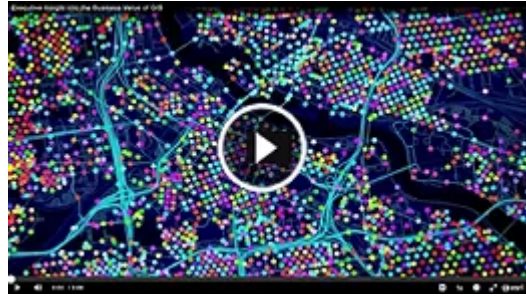
There is something for everyone this year as we prepare to return in person to San Diego, California. There is still time to consider joining the conference in person. If you can only join us virtually, be sure to check out the digital access registration option of the conference. This is complimentary if you are current on your maintenance or subscription.

[Read More](#)

Executive Insight into the Business Value of GIS

Esri Videos

GIS has evolved into an effective management tool. Leaders across the world are embracing a geographic approach in their operations are improving efficiency, increasing productivity, growing revenue, saving money, automating workflows, and meeting sustainability goals.



From the Esri Newsroom



The Art and Science of Securing Goods from Manufacturing to Point of Sale

From the beginning of the supply chain to the end, products have always been vulnerable to bad actors committing acts such as counterfeiting, cargo theft, and retail smash-and-grab robberies. Now location-aware technology is providing operational awareness for loss prevention.

[Read More](#)



How SERVPRO Forecasts Weather—And Business Growth

SERVPRO's 2,000 locations help residents and businesses in the US and Canada recover after floods, fires, and unexpected events. Chief meteorologist Lela Davis uses location technology to give the company a head start on addressing customers' needs—and planning for growth.

[Read More](#)

Join Us at the Business Social at Esri UC!



If you are attending the Esri User Conference in person, you are invited to join us for our annual business social event on Wednesday, July 13 at 5:30 p.m. Enjoy an evening of connecting with like-minded business professionals who are working in GIS from the business sector. The social will be held in the Hilton San Diego Bayfront on the Sapphire Terrace.

UC2022.esri.com Is Now Available

You can now log in to the account you registered with and start planning your 2022 Esri UC experience! This is a great way to start planning on what you would like to see and do. In-person attendees: Sessions added using the Add to Schedule function will also be synced to the Esri Events mobile app.

[View Webpage →](#)



Events & Industry Trade Shows

[Esri User Conference](#)

San Diego, California

July 11–15, 2022

[Certified Commercial Investment Member \(CCIM\) Annual Global Conference](#)

Chicago, Illinois

October 12–16, 2022

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Money20/20

Las Vegas, Nevada

October 23–26, 2022



View Past Issues of Our E-newsletter

Did you miss an issue of our newsletter? Access our full archive to discover business resources that show how your peers solve problems with GIS. The last newsletter sent out in 2022 has been added!

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