UC Esri User Conference 2017

Plenary Agenda | Monday, July 10

Plenary Session – Morning (8:30 a.m. – 10:00 a.m.)

OPENING KEYNOTE

Jack Dangermond

President, Esri

The Science of Where™ is a new way of describing the collective work done by Esri and the GIS community. The phrase is designed to capture and communicate, in a few words, the applications of geographic science using GIS technology. It's about applying a data-driven approach that uses geography to unlock understanding. In this context, geography provides the science and framework for organizing our knowledge. GIS provides the technical means for understanding that knowledge through data exploration, analytics, and visualization, then sharing that knowledge through dissemination. Effectively The Science of Where phrase distills what we do and why we do it. Be the first to hear Esri President Jack Dangermond's future vision for GIS and how we all apply The Science of Where beginning at 8:30 a.m.

SPECIAL GUEST

Oakland County, Michigan

Distributed GIS – Reinvigorate the Value of GIS

Located within the Metro Detroit area, Oakland County, Michigan's GIS program is enabling the county government along with 62 cities, villages, and townships spread across the County, to spend a dollar once and maximize their return on government services. From asset management, to economic development, to tackling the growing opioid epidemic, Oakland County shares their roadmap for a systematic "GeoVision" strategy to promote smart government and digital transformation. Learn how you can reinvigorate and reinvent your GIS program with distributed GIS and shared services.

Presenters: Phil Bertolini, Tammi Shepherd, and Mike Dagle

ESRI DEMONSTRATIONS

ArcGIS Platform
ArcGIS Pro
ArcGIS Hub
Much more...

Plenary Session – Mid-Morning (10:30 a.m. – 12:00 p.m.)

Building Systems that Support The Science of Where

A major part of making The Science of Where successful in organizations involves designing and deploying an effective GIS platform strategy for your organization. This means understanding what's needed and configuring the GIS platform to be responsive. Join Esri staff and special guests to discover just a few of the latest technologies.

SPECIAL GUEST

Taylor Shellfish Farms

Using GIS from Tide to Table

Farming oysters, clams and geoduck (pronounced: gooey-duck) in the Pacific Northwest, Taylor Shellfish Farms is relatively new to GIS. Discover how this 5th generation family business is transforming their aquaculture farming practice with GIS. In just the last year, they've implemented a cloud and configurable mobile GIS strategy

that makes spatial data collection a habit for all staff. And you won't want to miss the first ever Plenary session presentation to include a geoduck!

Presenters: Nyle Taylor and Erin Ewald

SPECIAL GUEST

Chesapeake Conservancy

Advancing Remote Sensing

Take a journey across the Chesapeake watershed and explore the science of remote sensing and distributed raster analytics. The Chesapeake Conservancy uses their GIS to develop 1m-resolution landcover data workflows and new approaches to protecting our critical water supply. With the power of multiple sensors, Image Server, and artificial intelligence, the Chesapeake Conservancy is creating new data and deeper understanding that is revolutionizing how we can manage our environment.

Presenters: Jeff Allenby and Cassandra Pallai

SPECIAL GUEST

Shock Trauma Air Rescue Service (STARS)

Real-Time GIS – When Every Second Counts

In remote and hazardous conditions, when accidents happen, and when you need emergency medical assistance, every second counts. The Science of Where powers the real-time GIS decision support systems at the STARS Emergency Link Centre. Using GeoEvent Server, dynamic operating procedures are computed giving dispatchers immediate decision support on the best resources for each mission.

Presenters: Kevin Hatch and Paul Wiles

ESRI & USER DEMONSTRATIONS

ArcGIS Pro
ArcGIS Enterprise
ArcGIS Online
ArcGIS Apps for the Field & Office
Image Server
GeoAnalytics Server
GeoEvent Server
Notebooks and the ArcGIS API for Python
Much more…

Plenary Session – Afternoon (2:00 p.m. – 3:30 p.m.)

While GIS is already helping cities, government and organizations improve operations and manage their systems of record, we believe the role of GIS is just beginning. In the future, GIS will be used to implement smart technology concepts everywhere by connecting, integrating, and leveraging all the various datasets to create more integrated understanding and management. Join us for the the afternoon plenary session and an exciting journey of exploration across many scales.

SPECIAL GUEST

Walt Disney Animation Studios

Behind the Scenes of Zootopia

Many of the artistic and technical innovations within the Academy Award®-winning animated feature Zootopia were designed in-house. But when it came to designing the complex city of Zootopia with its many boroughs, among the tools used was CityEngine, leveraging the same GIS technology that many planners use to design our future smart cities.

Presenter: Brandon Jarratt

SPECIAL GUEST

Smart Dubai, NXN, & Dubai Design District

Towards Becoming the Happiest City On Earth

Discover how Smart Dubai is applying GIS across Dubai to create a smart governance that will carry the city forward as a world leader in digital transformation.

Presenters: H.E. Dr. Aisha Bint Butti Bin Bishr, Kaveh Vessali, and Hanan Huwair Al Zarooni

SPECIAL GUEST

4-H

The Science of Learning

Don't miss the annual presentation by young students that never fails to inspire and educate.

Presenters: 4-H Youth

KEYNOTE SPEAKER

Dr. Geoffrey West

Theoretical Physicist and Author

Dr. Geoffrey West is a distinguished physicist, author, and thought leader. Named one of the "100 Most Influential People in the World" by Time magazine and recognized by the Harvard Business Review for his research, West is at the forefront of the scientific study of cities, companies, and sustainability.

His work developing a quantitative, predictive, scientific framework for understanding the dynamics of cities and urbanization is motivated by the search for unifying principles and the "simplicity underlying complexity." His research has shed new light on the explosive growth in urban environments, economies of scale, and the accelerating pace of life—and has been featured in The New York Times, Wired, and The Economist.

Enjoy a look inside his new book, Scale: The Universal Laws of Growth, Innovation, Sustainability, and the Pace of Life in Organisms, Cities, Economies, and Companies. Hear illuminating insights into why organisms, cities, economies, and companies thrive or fail.