The background of the slide is a deep-sea underwater scene. It features rugged, dark rock formations and coral reefs. Sunlight filters down from the surface, creating a bright blue glow at the top and illuminating the scene with a deep blue hue. The water is slightly hazy, and there are small bubbles or particles visible. The overall atmosphere is mysterious and deep.

MAP THE GAPS

A GEBCO SYMPOSIUM ON BATHYMETRY

Annual GEBCO Meeting
TSCOM Briefing

12.11.18 – Canberra, ACT, Australia

Co-Conveners: Timothy Kearns & Jaya Roperez

GEBCO SYMPOSIUM:MAP THE GAPS

Mission Statement:

To grow the GEBCO community through listening, sharing and engaging with others.

definition of

GROWTH

Personal

Professional

Community

Exposure to:

- new ideas & people
- emerging technology
- projects & projections

Increased Knowledge:

- of GEBCO members
- learned by a growing community
- through outreach and engagement

A Growing Membership:

- attracting new members to GEBCO
- fulfilling existing members through learning

vehicles of GROWTH

Internal

External

Active External Engagement:

- Outreach to universities, gov't agencies, NGO's, industry
- Marketing through channels

Continue to Grow Map the Gaps Symposium awareness:

- Social media
- web presence
- Word of mouth

Opportunity for Internal Partnerships

- Seabed2030
- Outreach Committee
- GEBCO-NF Alumni Association

measures of SUCCESS

Quantitative

Qualitative

By the numbers:

- minimum 70% presenters non-GEBCO
- 25% conversion rate
- 25% repeat attendees year over year

Measured Engagement:

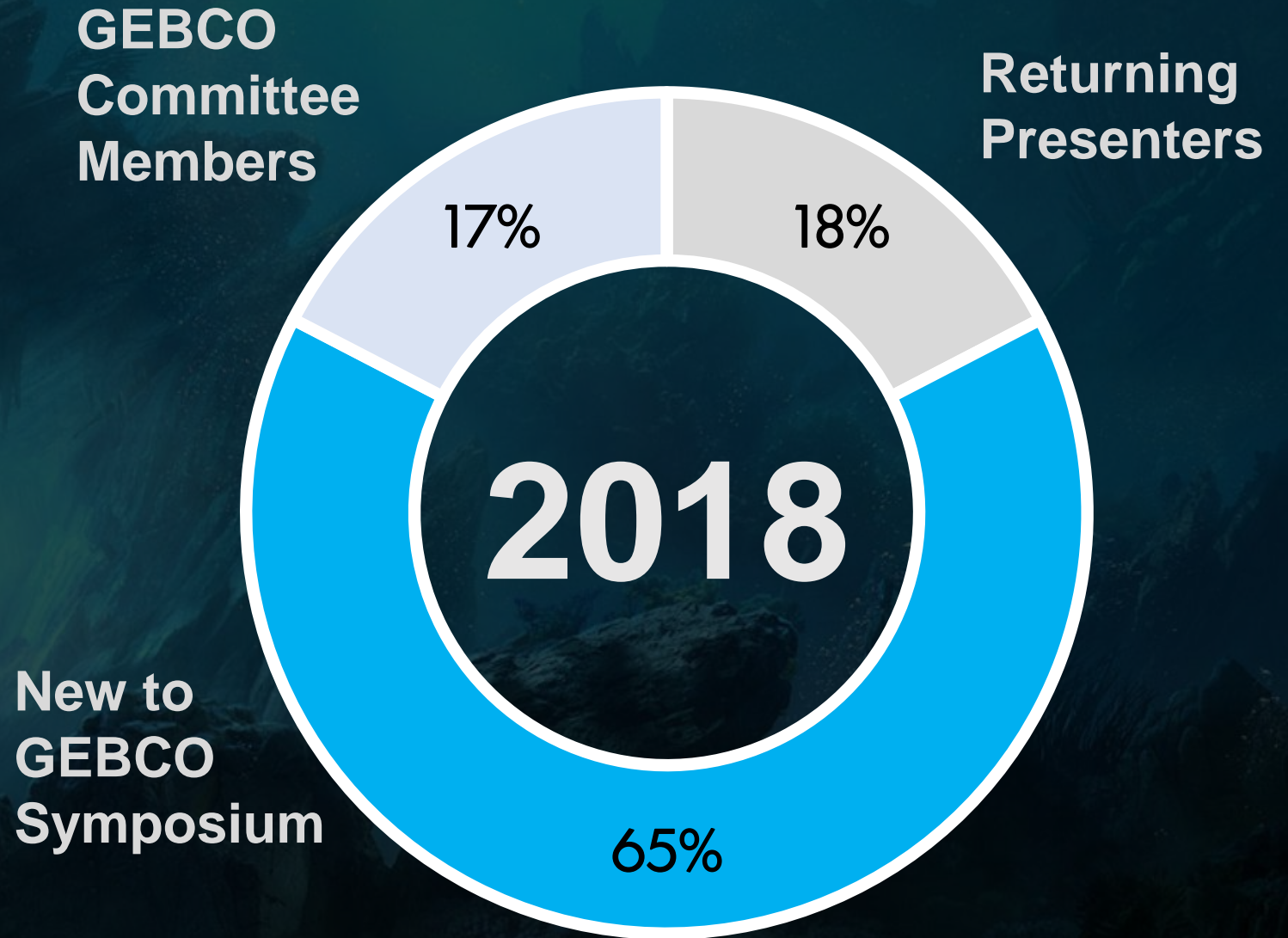
- new recruits to GEBCO committees
- involvement at GEBCO meetings

A Cultural Evolution:

- new energy, new ideas and embracing them
- developing a cycle of new members coming into GEBCO through the Symposium

measures of
SUCCESS

Quantitative
Qualitative



adhering to a
BUDGET

Sustainable

Transparent

Scalable

Sponsorship & Hosts:

- week of meetings and Symposium surpasses \$40K AUD
- funded sponsorships from 7 organizations helps offset costs (\$13,500 AUD)

Assists with:

- Social Functions
- Refreshment breaks
- Travel Assistance
- Gifts
- Marketing/Outreach

Management:

- IHB administers financial transactions
- Symposium co-chairs both authorize
- GGC Chair or Vice-Chair approve/co-sign

Hosts & Sponsors



Australian Government
Geoscience Australia



**Land Information
New Zealand**
Toitū te whenua

THANK YOU SPONSORS



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KONGSBERG



**JAMES COOK
UNIVERSITY**
AUSTRALIA

TERRASOND
PRECISION GEOSPATIAL SOLUTIONS®



11:12

GEBCO Symposium

@mapthegaps

A one day symposium on ocean floor mapping.

Monaco

mapthegaps.org

Born June 8, 1921

Joined July 2017

33 Following 27 Followers

Tweets

Tweets & replies

Media

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GEBCO Symposium @mapthegaps · 4d

Only a few days until the #gebco #bathymetry Symposium. Thank you to @GeoscienceAus @LINZLDS @fugro @KOGMaritime @CARIS_GIS @jcu @TerraSond for hosting and sponsoring! @seabed2030

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MAP THE GAPS – A GEBCO SYM X

https://www.m

MAP THE GAPS
A GEBCO SYMPOSIUM ON BATHYMETRY

Menu

14 NOVEMBER 2018
CANBERRA, AUSTRALIA

Hosted by:
GEOSCIENCE AUSTRALIA and LAND INFORMATION NEW ZEALAND



GEBCO Symposium 2018: Sche x

https://gebcosymposium2018.s...

GEBCO Symposium 2018: Map the Gaps
CANBERRA, AUSTRALIA - 2018.11.14
mapthegaps.org

Schedule

Speakers

Digital Posters

Sponsors

Attendees

Schedule or People

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You're speaking at this event! [Manage & promote your session](#) →

Monday, November 12

9:00am

TSCOM and SCRUM Meeting

5:45pm

Tour of Geoscience Australia

7:30pm

Dinner

Tuesday, November 13

9:00am

SCRUM and TSCOM Meeting

Filter By Date
Nov 12-14, 2018

Filter By Venue
Canberra ACT, Australia

Filter By Type

- Free Hour / Tour
- Introduction and Welcome
- Keynote Presentation
- Poster Viewing / Coffee Break
- SCRUM/TSCOM
- Setup and Prep
- Socials / Dinner / Lunch
- Technical Session
- Popular

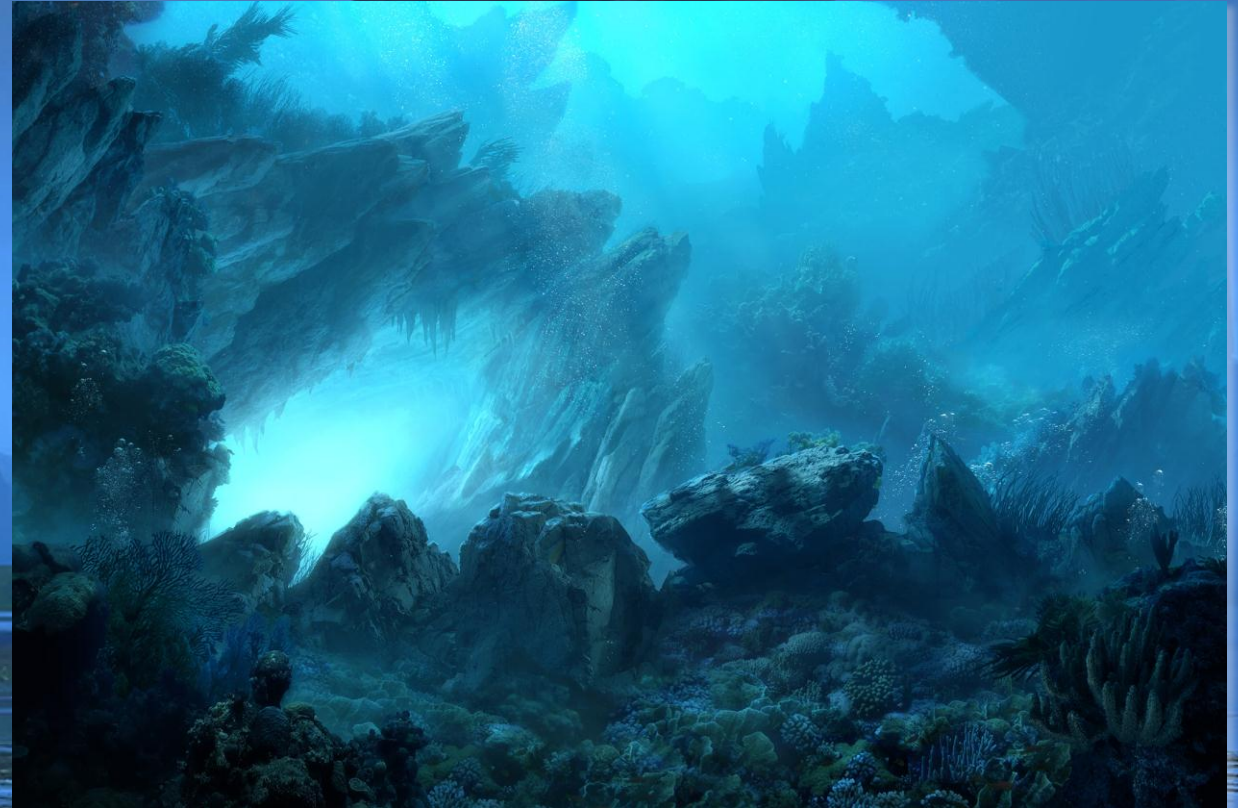
Recently Active Attendees

Raphael Lacoste

:: Senior Art Director :: Illustrator ::

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planning for
NEXT YEAR

Earlier

Targeted

Communicated

Increasing Outreach:

- advertising
- broadening beyond hydrography
- academic/industry/NGO outreach

Working with hosts strategically:

- continuing to start earlier
- regular and effective meetings
- team effort is better

Expanding Communication:

- continue to improve registration process
- considering migrating to MailChimp
- need to dramatically grow distribution list
- need more/better press involvement/awareness

The background of the slide is a dark, atmospheric underwater scene. It features silhouettes of coral reefs and jagged rock formations against a deep blue-green light source, possibly sunlight filtering through the water. The overall mood is serene and mysterious.

Thank you

GEBCO SYMPOSIUM:MAP THE GAPS

Tim Kearns & Jaya Roperez
Symposium Conveners

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[@mapthegaps](#) (Twitter)
www.mapthegaps.org