Abstract in this session

Underutilization of GIS and How to Cure It
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When most non-GIS professionals hear "G-I-S", they think "M-A-P". Now that GIS is a location intelligence platform, the underutilization of it is critical and career-limiting. As a GIS professional, your purpose is to do more than make maps. It is vitally important that you proactively evangelize and market all of the GIS capabilities. This presentation will provide strategies on how to spread the understanding and full value of GIS across your organization.