

TRAINING AND EDUCATION

# GET KIDS INTO SURVEY™

with Geo Ginger & Professor Topo

FIND CABLES, MONITOR TRACKS, MEASURE HEIGHTS, MAP STREETS, VISUALISE INSIDE OF BUILDINGS!



1. Find Piggle Wiggle the TopoDOT™ Dog and discuss what she has found?
2. Find Draco the dragon and discuss what he has spotted?
3. Apart from a pair of duelling cowboys, what do you think these laser scanners can do?
4. There is a viking inside the building! What is he doing?
5. Spot the yellow ground penetrating radar - what do you think it does?
6. What are the surveyors doing on the rail track?
7. Spot the surveyor checking the height of the tree with her laser rangefinder
8. Find Evan the Eagle. What has he spotted?

Find answers at [www.getkidsintosurvey.com](http://www.getkidsintosurvey.com)



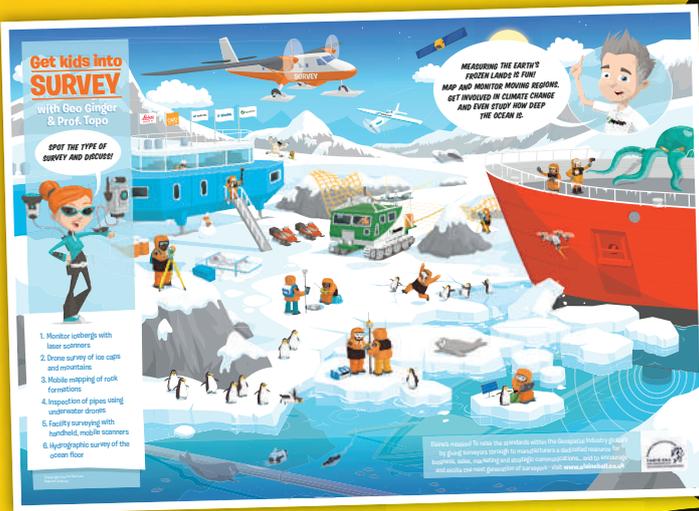
# GET KIDS INTO SURVEY

ELAINE BALL'S NEW INITIATIVE AIMS TO SHOW CHILDREN AROUND THE WORLD JUST WHAT AN EXCITING CAREER SURVEYING CAN BE





A CITY IS REALLY A COLLECTION OF THOUSANDS OF SYSTEMS. SURVEYORS FIND OUT WHERE THEY ARE, WHAT THEY DO AND HOW THEY FIT TOGETHER!



I'm on a global mission: to get children and young people interested in a career in surveying. Schools don't teach children how maps are made, or how buildings or transport corridors are constructed, so they don't know that surveying exists or how it would translate into a day-to-day job. That's why I've developed a colourful series of cartoon-led posters showing all sorts of different surveying activities happening in busy and exciting environments.

I began the series last year and plan to create six editions each year, with a book series in the pipeline. So far, the posters have depicted surveying in the British countryside and Antarctica, and smart cities. The latest edition features mining, with forestry, mobile mapping and crime scenes still to come. Each poster is action-packed, and it's a lot of fun for children to pore over them for particular characters or roles. The characters include animals and humans (female and male), with 'Geo Ginger' showing, for example, that surveying is just as good a career choice for women as for men. Each poster includes questions and answers for group discussion, such as "Can you find the yellow ground-penetrating radar?"

So far, we've had staggering levels of interest, to the extent that our initial runs



**Sven the Viking**

Sven the Viking is based on Sven van Duffelen, channel manager for GeoSLAM; from a sponsor's point of view, the character will have a real impact on brand equity.

sold out quickly. What's been so great is that 95% of the posters have been ordered by survey companies, who then take them into their local schools.

This provides the perfect, on-the-ground connection between business and education – after all, it's our responsibility as an industry to spread the word about this great career.

Any geospatial organisation can sponsor the posters, which means featuring your organisation's logo, on clothing, products or equipment, or sponsoring a unique character. For example, Piggie Wiggle the dog wears a TopoDOT hi-vis jacket. I also support sponsors through publicity, my web presence and social media.

You can order the posters online at [www.getkidsintosurvey.com](http://www.getkidsintosurvey.com). They're also

**The duelling cowboys**

Based on real people, the sponsored 'duelling cowboys' are Robert Martin from NEI Inc and Phil Fedor from Bowman Consultants, both riding their own horses Buck and Booty. So, within the posters are real people and real animals – this adds real depth and meaning to the posters, and helps to build a sense of the surveying community.

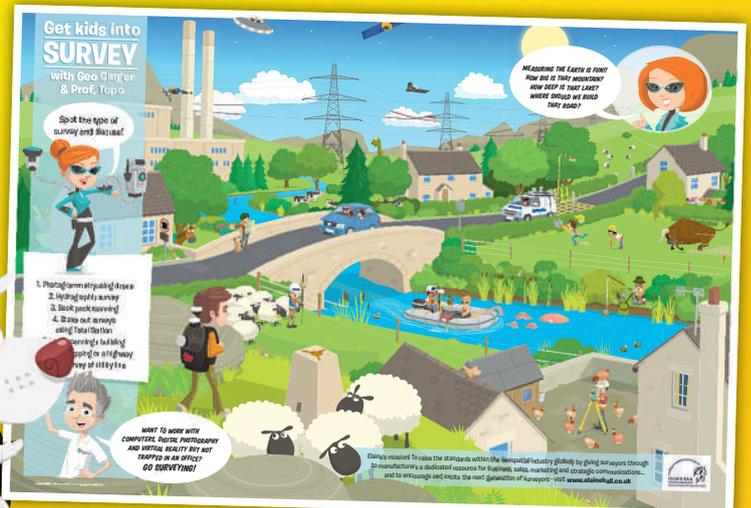


available in the US and Canada from the National Society of Professional Surveyors (NSPS), and from Elaine Ball Technical Marketing in the rest of the world. Similar organisations will begin distributing the posters and books over the coming months. In the meantime, follow #GetKidsIntoSurvey!

**Elaine Ball is a geospatial business and marketing evangelist ([www.elaineball.co.uk](http://www.elaineball.co.uk))**

**Piggie Wiggle**

Piggie Wiggle is a real dog owned by Eric Albanese, a utility surveyor. Piggie Wiggle has her own Instagram account, which kids can follow. She will be the focus of the first children's book coming out in 2019, helping to tell a story around a certain application and to educate children about the world of geo.



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