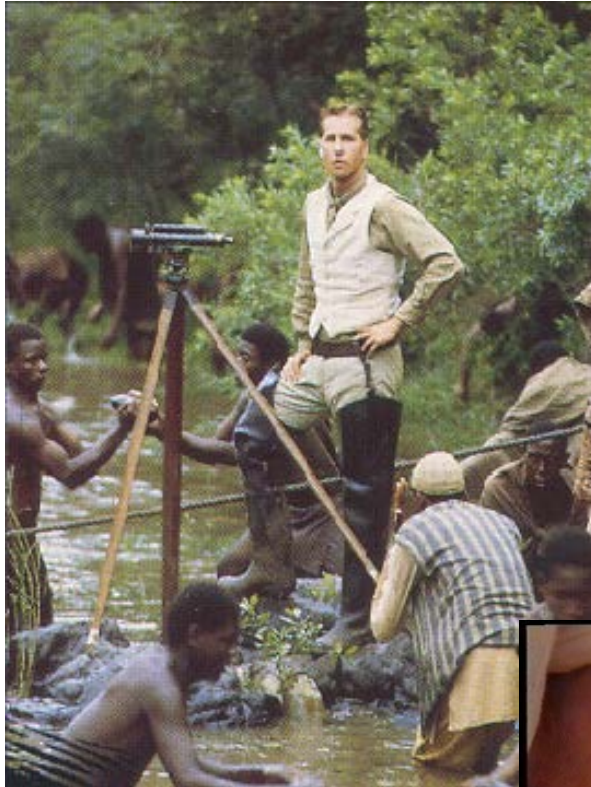


How to do Photo Tools

Fact Sheet
Cape Town 2011

Lady and Gentlemen MOVIE STAR - SURVEYORS

Photos Courtesy of John Bock (Australia FIG)



VAL
KILMER

THE GHOST
AND THE
DARKNESS

THE ENGLISHMAN THAT WENT UP A
HILL BUT CAME DOWN A MOUNTAIN



HUGH
GRANT

RAIDERS OF THE LOST ARK
HARRISON
FORD



MY SECRET PLACE

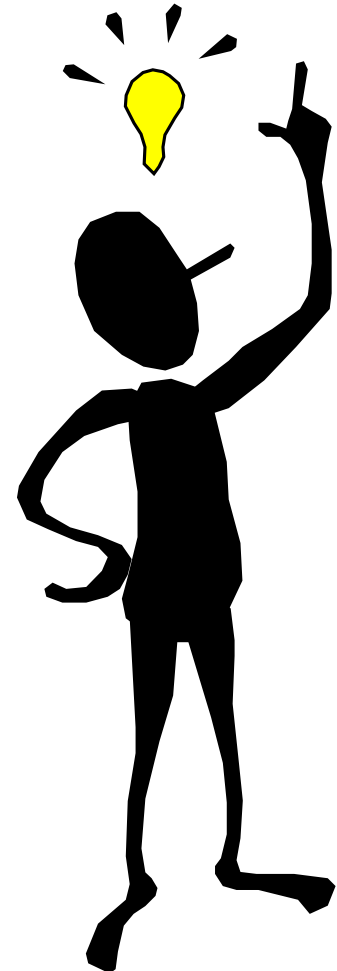
NAOMI NISHIDA

Where you are going

Tool Box 1: Movie Stars?

GD 2

- Making a mock up movie
- Evidenced over the generations
 - from 1000 bc (Egypt)
 - to Technological age of 2011



Group Objective

- To create a photo marketing tool for SSA recruitment strategies, That
- Helps to break down barriers for our target people (women, young and/ or both)



Photos Courtesy of John Bock (Australia FIG)

Trimble Exercise

What is needed

- Four Groups
- Knowledge Leaders identified
- Two Timed Activities

Photographic Representation

Where you are going, and bear in mind

‘What this tool is’

- Marketing: Your slides should include: text, annotation & photos
- Message: That helps Member Associations to break down barriers, so it is a recruiting tool for our target people (women, young or both)

Timed activities



1.5 hours to do exercise:

- A- Chain/ tape survey, 50 minutes
- B – GPS survey, 30 minutes

1 hour preparation

- C Presentation preparation, max 8 slides

45 mins Presentations

- D – Deliver tool, 10 minute flash presentations

THE FIGHTING KENTUCKIAN

JOHN
WAYNE

Prepare your Presentations



In your presentation, think about

- Role: Point of surveyors
- Rush of adrenalin: people are passionate about land!
- Reality: conflict, security
- Rambling: out in the outdoor environment
- Rewards: Investment, banks
 - What - it is a marketing and recruiting tool.....*

Message

- Engage that surveying is
 - extremely desirable,
 - extremely accessible, and
 - extremely contributive to society and individual's goals,

Tool Box 1: Consider.....



5 Great Reasons to Become a Surveyor

- Variety - Studio work (Green)
- Career - A Career in Surveying (Yellow)
- Prestige – Reloaded (Pink)
- Legacy – Transformation (Orange)