

# Developments in Geodemographic Visualisation

*Royal Statistical Society, Errol Street, London*

*1.30pm 15<sup>th</sup> September 2009*



## Aim of the Workshop

*The aim of this seminar is to present a number of innovative developments in visualisation methods and technology which can enhance interpretation of geodemographic classification. This seminar is aimed at both a professional and academic audiences and will be interest to all users of geodemographics.*

Geodemographic classification simplify the complex characteristics of neighbourhoods into an understandable and easy to interpret typology. Much of this effectiveness is attributable to the use of visualisation accompanying the classification in the form of text, images, maps, videos and graphs. However, possible visualisation tools and methods extend far beyond those currently used by commercial and non-commercial geodemographic classification providers. In this workshop we will explore a number of new innovations in this area and present a case for richer communication.

## Programme

13.30 - 14.00 - Registration

14.00 - 14.10 – Introduction

14.10 - 14.35 – **Understanding Through Visualisation** (Dan Vickers, University of Sheffield)

14.35 - 15.00 – **Effective Communication** (Laura Edwards, Local Futures)

15.00 - 15.25 – **Geographic Visualisation** (Alex Singleton, University College London)

15.25 - 15.50 – **Data Visualisation** (Aidan Slingsby, City University)

15.50 - 14.15 – **3-D Visualisation** (Duncan Smith, University College London)

16.15 - 16.30 - Discussion

## Registration

The meeting will take place at the Royal Statistical Society headquarters, 12 Errol Street, London, EC1Y 8LX. There is **no charge for this event but pre-registration is required by 10 September**: please email [martin.robson@lbhf.gov.uk](mailto:martin.robson@lbhf.gov.uk).

For any other information or queries about the seminar please contact Martin Robson by email on [martin.robson@lbhf.gov.uk](mailto:martin.robson@lbhf.gov.uk)

**For more details see: [www.areaclassification.org.uk](http://www.areaclassification.org.uk)**