



Discovering the World Through GIS

November 19, 2011

## GEOGRAPHY MATTERS!

Geography is the science of our world. Coupled with **geographic information system (GIS)**, geography is helping us to better understand the earth and apply geographic knowledge to a host of human activities. To realize how geography and GIS technology make a difference in your life, let's participate in the GIS Day! GIS Day is a global event in which users of GIS technology showcase real-world applications of this exciting technology. More than one million people around the world learn about the benefits and many uses of GIS each year.

## GIS DAY 2011

To celebrate GIS Day, **Institute of Space and Earth Information Science, the Chinese University of Hong Kong; Hong Kong Geographic Information System Association (HKGISA); Hong Kong Geographical Association (HKGA)** and **Esri China (Hong Kong) Limited** will organize an event titled "GIS Day 2011" on November 19, 2011 (Saturday).

The objective of this event is to exhibit how teachers can make use of readily available information on the internet to develop teaching materials which can enhance the efficiency and effectiveness of teaching with the help of GIS software.

The event will start with two presentations, followed by a visit to the Satellite Remote Sensing Ground Receiving Station, the Chinese University of Hong Kong. It serves as a hub for the Chinese University's research in geoinformation and earth science. It is also one of the most important satellite remote sensing research facilities in Southern China. Researchers based at the building undertake large-scale studies and monitor exercises on natural disasters to minimize the damage caused to human lives and the economy.

## THIS EVENT WILL HELP YOU UNDERSTAND

- What is GIS
- Benefits of applying GIS software in education
- How to use GIS software to visualize geo-referenced information, conduct analysis and create presentations which are interesting and easy to understand
- GIS and Satellite Image Resource Bank developed by local geography teachers, including free data, software and sample teaching materials etc.
- Functions of Satellite Remote Sensing Ground Receiving Station, the Chinese University of Hong Kong



- DATE:** November 19, 2011 (Saturday)
- TIME:** 09:00 – 12:15
- LOCATION:** Fok Ying Tung Remote Sensing Science Building,  
The Chinese University of Hong Kong  
(\*Please refer to the map on next page)
- FEE:** Free of charge
- LANGUAGE:** Cantonese supplemented with English
- NO. OF PARTICIPANTS:** 70 (First-come-first-served)  
A "Certificate of Participation" will be awarded to participants\*
- WHO SHOULD ATTEND?** **Secondary School Teachers** who want to learn how to apply GIS techniques to their professional knowledge and classroom teaching

**AGENDA:**

0900 – 0930	Registration
0930 – 1030	Seminar by Dr. Matthew Pang <i>Professional Consultant - Institute of Space and Earth Information Science, CUHK</i> Topic: A teacher-friendly approach to adopt satellite images and GIS in geography teaching: <ul style="list-style-type: none"> <li>- An Introduction of free satellite image resources, free software, teaching materials library and more</li> <li>- Examples on study of Pearl River Delta</li> </ul>
1030 – 1045	Break
1045 – 1145	Seminar by Mr. Ken Leung <i>Assistant GIS Solution Manager – Esri China (Hong Kong) Limited</i> Mr. Luke Li <i>GIS Analyst – Esri China (Hong Kong) Limited</i> Topic: Beyond displaying your data on a static map: <ul style="list-style-type: none"> <li>- Manage and integrate your data, perform advanced analysis, display your results on free GIS software and prepare presentation materials</li> <li>- Introduction of ArcView and ArcGIS Explorer</li> <li>- Examples on study of socio-economic and environmental features of Pearl River Delta</li> </ul>
1145 – 1215	Visit - Satellite Remote Sensing Ground Receiving Station, the Chinese University of Hong Kong

\*The "Certificate of Participation" will be issued according to information on the registration form and awarded during the event. No further amendments will be arranged.

**REGISTRATION:** Please register online at [www.hkga.org](http://www.hkga.org)

**REGISTRATION DEADLINE:** November 15, 2011 (Wednesday)

**ENQUIRY:** Please contact Mr. Damon Leung at 2730-6883 or email to [info@esrichina-hk.com](mailto:info@esrichina-hk.com)

**DIRECTIONS:**

