YOUR 2021 WLIA ANNUAL CONFERENCE
USER EXPERIENCE BEGINS HERE!

Platforms

**Eventsquid**
The scheduling interface that will provide access to all meeting links, happenings, and social activities. It’s a one-stop spot for building your itinerary, scheduling your day, and tracking what exciting event is next on the agenda.

**Zoom**
The meeting platform that we all know and love. We’ve used Zoom extensively this past year and hosted the Fall Virtual Meeting via Zoom. New features for our meeting will include closed captioning!

**Remo**
The virtual exhibit hall platform that allows attendees to freely wander through a room of tables; you can choose where to be seated with a double click at any exhibitor’s table! Once seated, those at the same table can turn video and audio on to interact. There is also a whiteboard for note-taking at each table.

Plenary Sessions

**Tuesday, Feb. 16th - 10 AM CST**
Dr. Este Geraghty will share her personal journey to becoming the ‘top doc’ at Esri as their Chief Medical Officer. Her observations and insights on health GIS will focus on common patterns of use which have never been more relevant than during the COVID-19 pandemic.

**Wednesday, Feb. 17th - 10 AM CST**
Kevin Ehrman-Solberg will discuss the Mapping Prejudice Project, which is a team of activists and scholars who show how contemporary urban geography has been shaped by historic restrictions on property ownership.

**Thursday, Feb. 18th - 10 AM CST**
Robert Young Pelton will share stories of travel adventures and will discuss many conflicts and wars, with an emphasis on how they begin and how the solution lies in human geography and understanding.

Workshops

**Morning Workshops - Monday 2/15**
- Introduction to the Parcel Fabric
- GIS Data Preparation for NG9-1-1
- Extending the ArcGIS Platform with Arcade Expression Language & ArcGIS Pro Tasks
- Build it Better: Become a Data Viz Wiz
- U.S. National Grid (USNG)
- Getting Your UAS Program Off the Ground

**Afternoon Workshops - Monday 2/15**
- Working with the ArcGIS Parcel Fabric
- Addressing - A Practical Guide
- Local Redistricting in Wisconsin
- A Cartographic Carnival - Tips, Tricks, Tools, and Tales to Make Better Maps!
- The Challenges of Understanding Legal Descriptions
- UAS Mission Tips & Tricks

**Morning Workshop - Friday 2/19**
- Diversity Training

Sessions / Tracks

**Tuesday 2/16**
- Pandemic Response
- State & Federal
- Cartography & Web Maps
- MUGG & Esri Insights

**Wednesday 2/17**
- Imagery & LiDAR
- NG911 & Addressing
- Land Records
- Enterprise & Emerg. Tech

**Thursday 2/18**
- Redistricting Geography
- Unmanned Aerial Systems (UAS)
- Emergency Response/911
- Land Records & ROD

**Friday 2/19**
- GIS Solutions
- Field Applications
- Professional Development
**Silent Auction**

A silent auction will begin the week prior to the Annual Conference -- Monday, Feb. 8th; you can donate items, place bids, or donate money directly. The silent auction will continue until 10 AM on Friday, Feb. 19th. Have fun bidding on items such as sports tickets, gift packs, hotel stays, and more. The auction raises money for the Damon Anderson Memorial Scholarship program via the WLIA Foundation, Inc., and all donations are tax deductible. Please help us to fund the education of those who follow in our footsteps.

**Virtual Exhibit Hall**

The Exhibit Hall is a great place to meet our sponsors and other exhibitors, with the latest in technology and services on display. The Exhibit Hall will be open on Tuesday, Wednesday, and Thursday of the conference (February 16th - 18th) from 11 AM until 4 PM. Remo will be the virtual platform used for our Exhibit Hall this year; an ArcGIS Online gallery will feature our Sponsors and Exhibitors and link attendees into Remo for face-to-face virtual networking.

**Virtual Map Gallery**

Join us for daily map contest highlights over lunchtime. On Friday, awards will be presented for the best entries in each category, plus special awards and prizes.

- **Base / Reference Map:**
  Very useful, complete, and documented map sporting good design, layout, labeling, and annotation to feature your data.

- **Thematic Map:**
  Features prominent, yet appropriate, use of cartographic techniques to share a message (e.g.: Choropleth, Prop Symbol, Dot Density, etc.).

- **Mapping Poster:**
  Informative and interesting presentation that highlights innovative geospatial projects or processes.

- **Black & White Map:**
  Any format and theme, but no hue...a special design challenge!

- **Brochure / Small Format Map:**
  Must be ANSI B (11” x 17”) or smaller; any theme, scale, or extent.

- **Map Book or Atlas:**
  Must be a bound and easy-to-use map series of any theme.

- **Most Unique:**
  Unconventional, creative presentation, unique subject and/or materials.

- **Interactive Map:**
  Website or application designed to share geospatial knowledge.

**Special Map Contest Awards:**

- President’s Choice
- People’s Choice
- Best Student Map
- Best Private Sector Map
- Best Public Sector Map
- Best Hand-Drawn Map

**Social Activities**

The 2021 WLIA Annual Conference will have many social activities throughout the week!

A scavenger hunt will take place Monday - Thursday, with a fun Wisconsin-related theme each day. More information and Monday’s clues will be provided on a Slack channel; the remaining clues for each day will be distributed by exhibitors in the Virtual Exhibit Hall. Visit exhibitors in Remo to collect the clues and find locations in a map; winners will be selected each day!

A photo contest called “It’s Your Night, Share It with Us” will take place on Tuesday evening after the day's events are complete. Enjoy the evening relaxing, going on an adventure, or spending time with family. Take a selfie of your activity and share it on a Slack channel to win prizes for most creative, beautiful, and cutest fur friends!

Finally, our biggest activity will be a Trivia Night, taking place on Thursday, February 18th at 6 PM CST. We’ll organize participants into teams and play via Zoom. Join this fun competition and win big prizes!

All games are free for attendees to play; don’t miss out on these amazing networking opportunities!
Welcome Kits
Registered attendees will have the opportunity to receive a complimentary welcome kit, mailed directly to them. This fabulous welcome kit will contain a promotional item from each Platinum Sponsor, plus an item from the Welcome Kit Sponsor. Agendas overviewing the week’s events will also be included for your convenience!

Digital Swag Bag
More fun items are also available for free download from WLIA’s Digital Swag Bag:
- Virtual backgrounds for Zoom
- Color map pages
- Conference Program & Attendee Guide
- Spotify playlist
- Platinum Sponsor Flyers
- Door hanger

Town Hall Meetings
Town Hall meetings will be conducted on Tuesday and Wednesday at 11 AM, immediately following the keynote plenary session for that day. The meetings will contain reports from committee chairs on activities of the Association as well as discussion on WLIA’s future direction.

Awards
Many of your colleagues and WLIA members commit countless hours going above and beyond expectations to further GIS and land records modernization in Wisconsin. Throughout the conference week, WLIA will recognize many of these individuals and their achievements with awards, as well as announce the winners of the Scholarships, Map Contest, and Best Presentation Award.

Getting the Most from your WLIA Experience
All attendees are encouraged to attend this session - including first time conference attendees, veteran members, and anyone looking to learn more about WLIA. The presentation will review the history of WLIA and share tips on how to get the most out of the conference experience, as well as explain the various roles WLIA serves in the land information community. Polls, activities, and prizes will be included too!

Job Board
Post your job opening or look for a new opportunity. The job board will be featured on a Slack channel this year.

Special Interest Groups
Special Interest Group (SIG) meetings will take place on Tuesday, Wednesday, and Thursday evenings from 4:30 PM - 5:30 PM. Equity Advocates will meet Wednesday morning at 9 AM.

Educators in GIS Network
Learn what GIS is, how it can be easily integrated into your curriculum, and what resources are available to you, as educators. This session will include training in various mapping and GIS tools and an introduction to free GIS lessons to use in your classroom. Learn more at this session, which will meet Thursday morning at 9 AM.

LION Meeting
The Land Information Officer Network (LION) meeting will be held on Monday, February 15 at 4 PM.

Past Presidents Meeting
Wednesday, Feb. 24th at 9 AM.

WLIC Meeting
Friday, Feb. 26th from 10 AM to 12 PM.
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