

9. Survival reading (ad)

Advertisement *GIS Europe*, July 1993, page 28.

Your tasks are the following:

1. Read the headlines; what can you infer?
2. Why do you think the text is divided into two columns?
3. Read the texts through.
4. Sum up what you should do.
5. What is the aim of the ad?

1994 Business GIS Conferences Calls for Papers¹:

In North America:

GIS in Business'94 Third Annual Conference and Exposition

GIS in Business'94 will feature our first-ever open call papers.

If you have an interesting "business geographics" application, the world want to hear about it at *GIS* in Business'94.

According to *GIS STRATEGIES*, business GIS applications represent the fastest software growth area for GIS.

Next year's speakers will continue the tradition of presenting cutting-edge, business-oriented applications. They will join the tanks of past speakers from Levi Strauss, Federal Express, The Dial Corporation, Arby's, General Motors and others in demonstrating the utility of this technology to their business challenges.

Next year's conference will take place at the San Francisco Hilton and Towers, May 22-25.

More than 2,500 people are expected to attend.

Abstracts must be received by Sept. 1, 1993. Call (303)223-4848 or Fax (303)223-5700 to request submission materials.

In Europe:

GIS in Business'94 - Europe First Annual European Conference & Exhibition

The conference will be held at the RAI International Exhibition and Conference Centre, Amsterdam, The Netherlands, 31 January - 3 February, 1994.

Abstracts must be received by 1 September 1993. This will be the first European conference on the applications of geographic information systems (GIS) technology to business.

It follows two highly successful conferences on GIS in business held in the United States sponsored by GIS World Inc.

For more information, contact:

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¹ 9. Survival reading exercise. Advertisement published in *GIS Europe magazine*, July 1993, page 28.