

Putting the Surveying Profession on the “Map”.

Sketches of a Danish Branding Strategy.

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SUMMARY

Surveyors live a relatively invisible professional life in both the civilian, the business and the political communities. It is on the one hand in itself a positive symptom, as the profession deals with important parts of society's economic and administrative infrastructure – cadastre, mapping, spatial data infrastructure, planning and development of the built environment and the open countryside etc.

On the other hand, it also contributes to the knowledge of the surveying profession is minimal - if a society's infrastructure works, no one thinks about who is behind and operates the processes. It is the surveyor's professional position in society. It can be a threat to the profession and ultimately to the performance of the societies work carried out by surveyors.

The profession observes at the global level several general consequences as a result

- Declining admission to the study
- Lack of professional competencies in the labor market
- Lack of a hearing by political and professional representation of interests
- Lack of understanding of the surveyor's task performance and fees

Concretely in Denmark

- Society needs to double the admission to the

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study

- Unemployment among surveyors is about 1%
- The profession has no significant and visible platform for safeguarding of interests

To address these challenges, the surveyor's organizations has launched initiatives to increase knowledge of the surveying profession.

Initially we had a need to define the common identity of the profession - to describe our professional profile. Then we prepared a branding strategy in corporation with a PR agency in order to communicate and raise awareness of the profession and ultimately with the aim of building a brand. At last, we have collaborated with a PA agency about a strategy to promote and create public and political understanding of our interests and views.

This presentation outlines the Danish branding and lobby initiatives to build and communicate a brand. At the same time we want to share our specific initiatives and experiences with other colleagues in countries with the same challenges as regards the surveying profession's visibility in the community.

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