

# Brand Ambassadors



✦ **A Get Kids into Survey HOTSHEET -  
All your must know information**

**Our Vision: To inspire future geospatial experts.**

Mission	How?
To get every child to understand the terminology of survey and geospatial in every language globally, resulting in kids wanting to be part of the industry, reducing demand for staff.	Create more educational resources with thanks to brand sponsors. With more resources we will have more to distribute.
	Support and grow our Brand Ambassador network. To provide more outreach support to motivate them to go out in their local area to educate the next generation about geospatial.
	Expansion by franchising, meaning that more local support can be applied. Including different languages and curriculum pairings.

We help you when you are facing the following...

- 🌍 Need to attract more young recruits into geospatial.
- 🌍 Are struggling for resources when going into schools and promoting your career/business.
- 🌍 Seeing a shortage of surveyors and geospatial experts.
- 🌍 Want to help spread awareness of how great surveying is!

**What is a Brand Ambassador?**

Starting in 2017 we began with our first 'countryside' themed geospatial exploration poster. From this starting point we have a range of resources expanding through a range of geospatial themed posters, complimentary Q&A sheets, colouring in sheets, Homework Projects and not forgetting the GeoSquad Comic Book!

By teaching young people about surveying, through fun resources, this will make them aware of what a surveyor is. By bringing awareness to the industry that will create curiosity for the kids to go on to learn more about the industry (and potentially enter into it when they are older).

Brand Ambassadors bring the resources and outreach to the kids, whether that be in after school groups, scouts or in the classroom. Brand Ambassadors are volunteers from the industry who have a shared passion for surveying as we do... and want to shout about how cool the industry is.

We currently have 200 Brand Ambassadors who can be found on our map page along with their profiles:

#### **Brand Ambassadors**

We are extremely thankful to our Brand Ambassadors. They are doing some great stuff for the industry and supporting the...



Get Kids Into Survey

## **Further Details on what Brand Ambassadors Receive:**

Being a Brand Ambassador has no cost, all we ask is that you can volunteer some of your time. See the table below to see what our Brand Ambassadors gain access to. With thanks to our Brand Ambassador Hub sponsor [Topcon](#) who have enabled us to expand this programme!

What do you get?	Explained
<b>Brand Ambassador Hub Community</b>	<i>Be a part of our new community Hub thanks to Topcon. This is a chance for you to have conversations with other Brand Ambassadors and air your questions in a shared space.</i>
<b>Brand Ambassador Hub Resources, updated throughout the year.</b>	<i>Resources include presentations for you to give to children or in conferences, printable careers leaflets (by area), cartoons with GKIS branding for your use, surveying activities for groups, plus much more! We accept suggestions and are happy to work on anything you think will help with outreach.</i>
<b>Ambassador Profile Blog</b>	When signing up you'll answer a variety of questions, these are displayed on your profile blog so that people can learn more about you. This links back to your LinkedIn page too.
<b>Interactive Map Point on the website</b>	Each profile links to your map point on our interactive map. This means that people from your country/area can find you and reach out to you if they are looking for someone to help with outreach.
<b>Contributing to the future of the industry</b>	Without ambassadors like you we wouldn't be able to reach as many children around the world. We thank you so much for dedicating your time towards our shared mission/vision.

## **Our Expectations:**

- We require the applicant to have a passion for the industry with a shared vision to 'get kids into survey'.
- Have some availability to designate towards going into their local community... Whether that be to do a talk with a group of students, or just to distribute some posters around a couple of schools would be great.
- Be active on the Brand Ambassador Hub by interacting with other ambassadors and sharing your

outreach efforts.

-Be active on social media by liking the odd post, shares are very much appreciated too in order to spread the word around multiple connections.

## Examples:

### Ambassador Spotlight

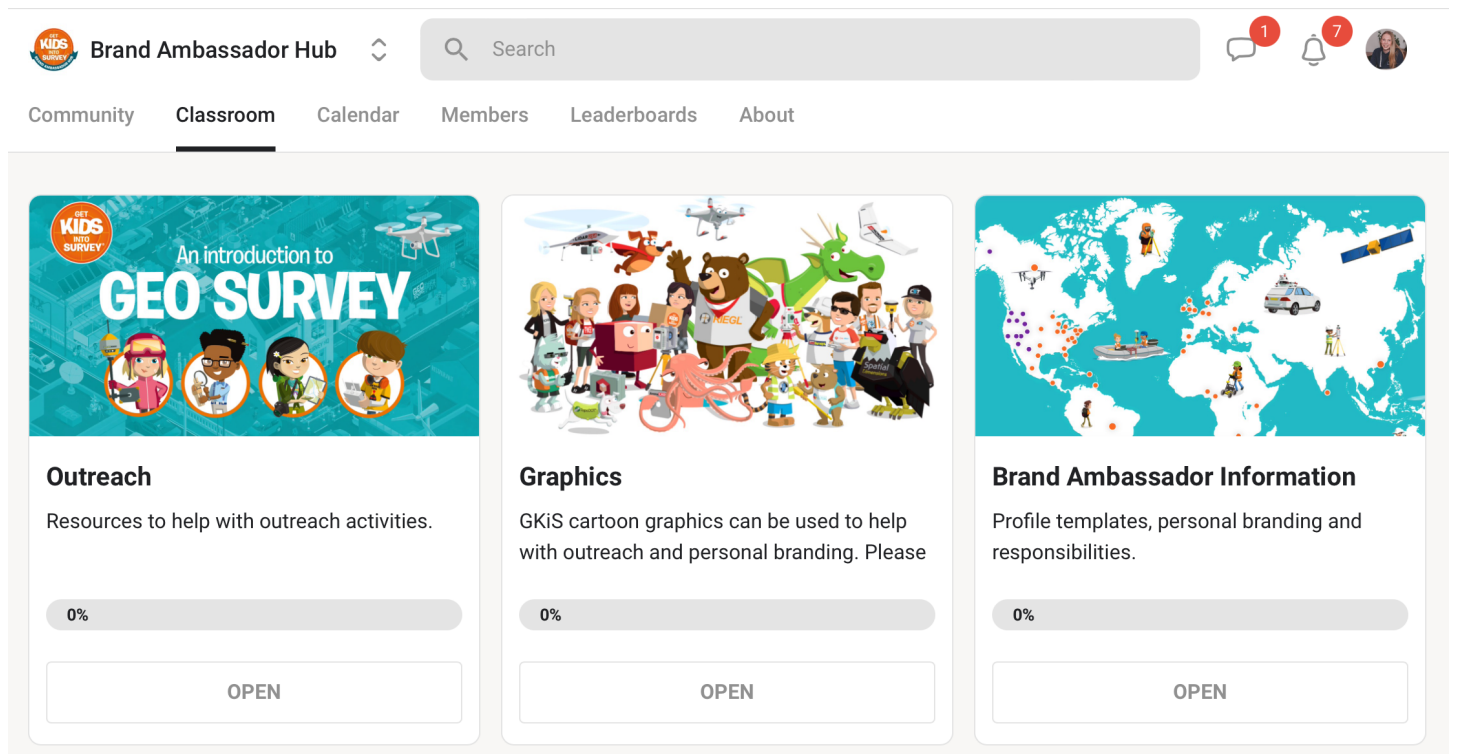


Here are the Ambassadors profiles which are all available to view and read on the website (blog page and Brand Ambassador map links)

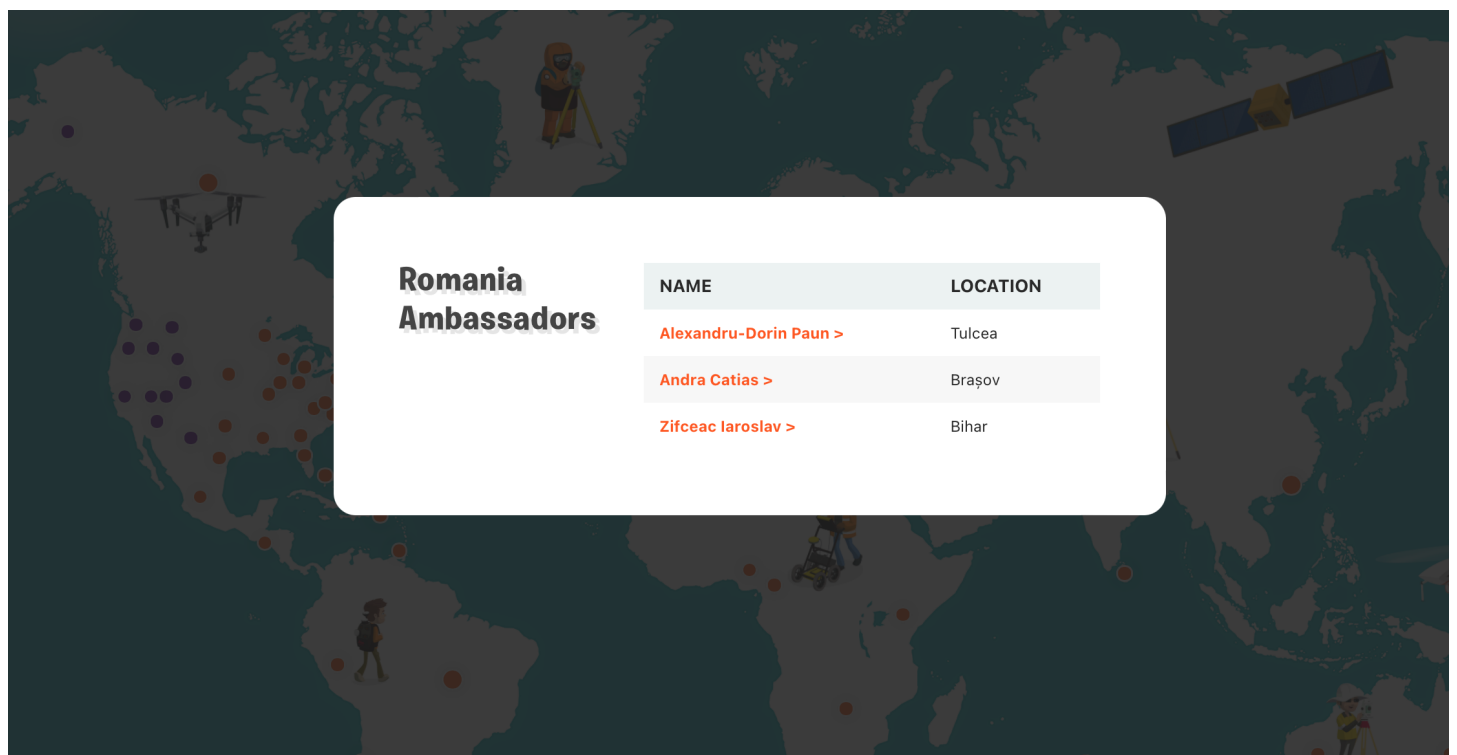
Some great outreach examples have been put into blogs to demonstrate what you can do in your area:

[A Bit About Outreach By Dylan Plugh](#)

[Greenhatch at Becket Primary School](#)



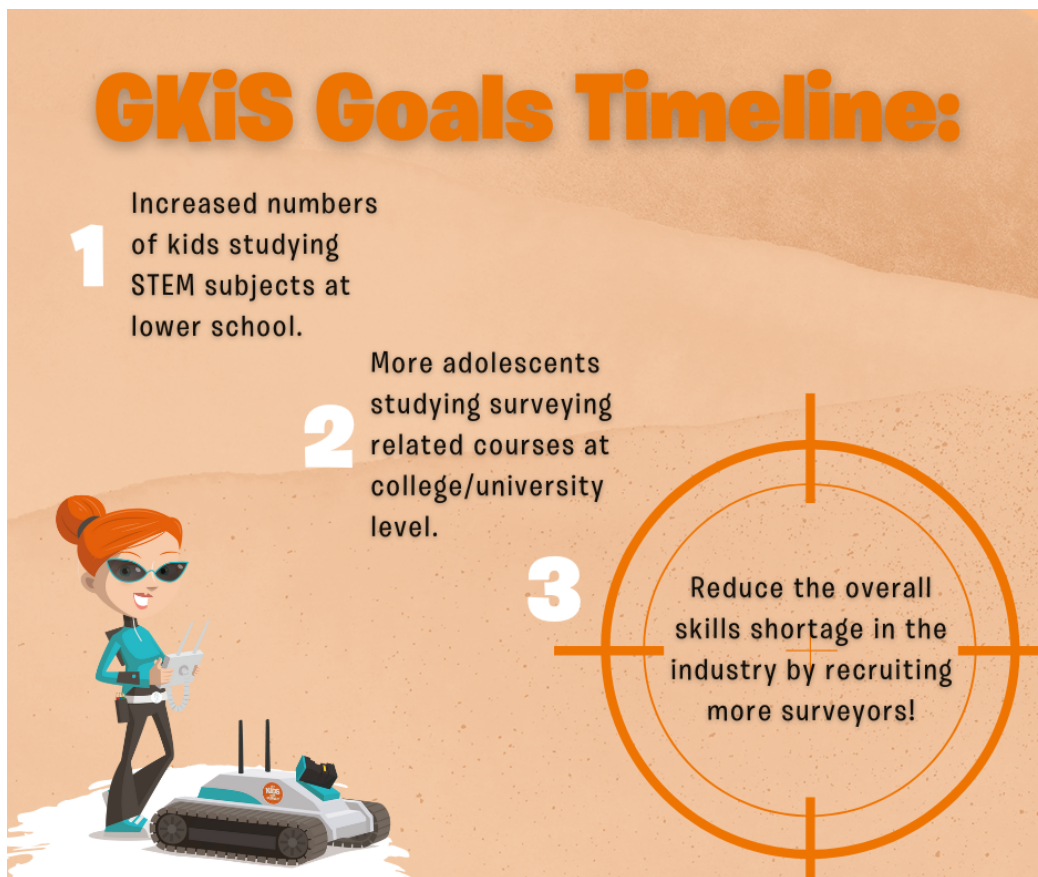
This is a screenshot of our Brand Ambassador Hub (thanks to [Topcon](#)). Here are the sections of resources all accessible to signed up Brand Ambassadors. Requests can be taken for more resources that you require.



This is the 'Romania' map point on the interactive map on the Ambassador page. Each name links to their profile which in turn links to their personal LinkedIn pages so people can make contact (or reach out to us and we can forward on information to ambassadors through email).

## Timeline of GKIS Goals:

- have more kids studying STEM at lower school.
- have more adolescents study geomatics related courses at college/university level.
- reduce the overall skills shortage in the industry by recruiting more surveyors.



## Information we need from you in order to begin:

Task	Explanation	Status	
<a href="#">Stage 1:</a> Send us your Profile Photos	This is for your profile photo on our Brand Ambassador page and inserted into our BA template.	<input type="checkbox"/>	<b>Done</b>
		<input type="checkbox"/>	<b>Ongoing</b>
<a href="#">Stage 2:</a> Send us your profile answers on the form.	These answers will be put onto your profile blog for all to read.	<input type="checkbox"/>	<b>Done</b>
		<input type="checkbox"/>	<b>Ongoing</b>

## How does the process start?

The forms are attached to the Brand Ambassador page of the website:

### Brand Ambassador Sign-up

Please begin by uploading a few required images.  
If you have already done this and need to complete the rest of the form, click here.

 [Get Kids Into Survey](#)

Once we receive your application we will process it and add to the website. We can then approve your entry into the Brand Ambassador Hub where you can begin accessing all of the resources and chat to other ambassadors.

## Common Questions:

- Where are the GKiS distributed from?

GKiS have 3 main distributors covering different continents. You can decide to get them shipped to one of the following:

-> **NSPS** in Maryland for North, Central and South America

-> **ICES** in Manchester for UK and Europe

-> **NSW Surveying Taskforce** in Sydney for Australia and New Zealand

Plus we now have a West Coast Franchise who you can purchase and distribute from, covering the states of: Alaska (AK), Arizona (AZ), California (CA), Colorado (CO), Hawaii (HI), Idaho (ID), Montana (MT), Nevada (NV), New Mexico (NM), Oregon (OR), Utah (UT), Washington (WA), Wyoming (WY).

- If we want to have our own character how can we get one?

We have various sponsorship options for companies to receive a character and resource. See our options [here](#). This is what we recommend for character creation as it benefits us too by having more resources to hand out. If realllllyyy requested we can provide simple character cartoons for a cost.

- How are the Get Kids into Survey materials distributed?

Firstly each poster is available for FREE to view on our website, plus they are available in print which only cost the postage amount. Other resources such as the Homework projects and Colouring Sheets are downloadable for teachers, parents and ambassadors to print off at home/school.

Our Brand Ambassadors are also great at distributing materials. We have over 10,000 supporters across our social channels where we receive lots of shares and extended reach.

- How do we find schools that want us to visit them?

As a Brand Ambassador we encourage you to reach out to schools in your local area seeing if they want any careers talks (I mean who wouldn't?!), and then arrange a mutually beneficial date to go in. Start with your friends and family connections as you'll be surprised how many people you know have relationships with people in schools.

## **GKiS Stats for 2023**

We've built a strong GKiS Family which now has:

- Over 100 stakeholders
- 200 Brand Ambassadors who have access to our NEW Brand Ambassador Hub
- 10,000+ supporters on social media
- 15,000 website users this year!
- 60+ geospatial resources (and growing)
- 100,000+ posters shipped worldwide!
- Introduced our first Franchise - West Coast Get Kids into Survey

We'd LOVE for you to be a part of our growing community, all sharing the same aim to Get Kids into Survey