



## Urban Wayfinding & the Brain

Gustav Tuck Lecture Theatre and South Cloisters

University College London

14th June 2017

Programme	
0915	<b>Registration and Refreshments</b>
0945	<b>Introduction &amp; welcome</b> <i>John Pottle, Director Royal Institute Navigation, UK</i>
1000	<b>Neuroscience &amp; urban wayfinding</b> <i>Professor Kate Jeffery, University College London, UK</i>
1025	<b>Practical application of big data &amp; computational techniques for urban wayfinding</b> <i>Dr Ed Manley, University College London, UK</i>
1050	<b>Making sense of signage in urban wayfinding</b> <i>Hayley Branston, Maynard Design Consultancy, London</i>
1115	<b>Tea and Coffee</b>
1135	<b>It's not all in your head: Understanding human wayfinding outside the scanner</b> <i>Professor Daniel R Montello, University of California, Santa Barbara</i>
1200	<b>COGNAV and geospatial science at Ordnance Survey</b> <i>Jeremy Morley, Ordnance Survey tbc</i>
1225	<b>Morning panel session – Q&amp;A</b> <i>Chaired by Alex Wrottesley, CEO, Geovation</i>
1310	<b>Lunch</b>
1425	<b>Neural systems for navigational guidance</b> <i>Dr Hugo Spiers, University College London, UK</i>
1450	<b>TBC</b> <i>Tony Webb, Signal Box</i>
1515	<b>Coffee</b>
1600	<b>Accessibility research in transport</b> <i>Professor Nick Tyler, University College, London, UK</i>
1625	<b>Navigation – can't see what all the fuss is about</b> <i>John Worsfold, RNIB, UK</i>
1700	<b>Panel discussion and closing remarks</b> <i>Professor Kate Jeffery, University College London, UK</i>
1745	<b>Drinks reception</b>

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