



**THE SOUTHERN AFRICA
ESRI USER CONFERENCE
2023**

CONNECTING COMMUNITIES

Re-think How You Make Your Maps

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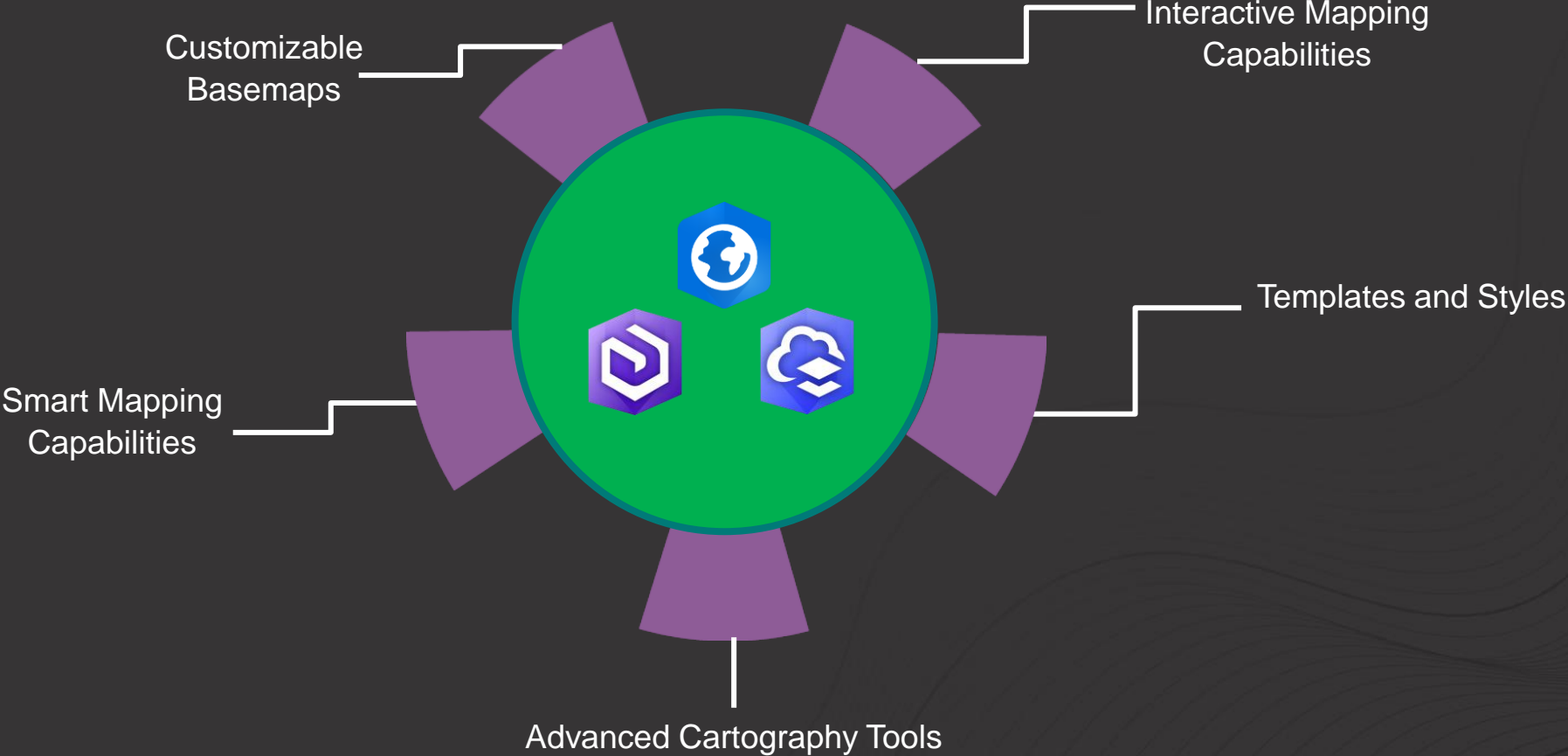
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Agenda

- **What is Smart Mapping?**
- **Smart Mapping Using Different Mapping Styles**
 - **Clustering**
 - Colour and Size**
 - Relationship Mapping**
 - Charts and Size**
 - Dot Density**
- **Authoring Arcade Expressions**
- **Creating Dynamic Data by Configuring Pop-ups**
- **Hands-on Exercise**
- **Q & A**

Mapping Capabilities in ArcGIS





Good Mapping Starts With Good Questions. Think of Smart Mapping as an Ongoing Conversation with your data.



What is Smart Mapping?

- **Smart Mapping connects advanced mapping technology with streamlined workflows to help you create beautiful and informative maps, quickly. By using data-driven defaults, cartographic best practices, along with innovative ways of depicting your data, smart mapping helps uncover the stories inside your data.**



What is Smart Mapping?

- **ArcGIS provides dynamic mapping software that enables anyone to make maps that are useful, visually appealing, and easy-to-understand. It delivers powerful tools and map styles that help organizations uncover insights from their data and use their data to tell stories. Organizations can use templates, styles, custom symbols, and basemaps to focus the message of their maps. In addition, they can enrich their maps by incorporating ready-to-use content from Esri's rich data library—the ArcGIS Living Atlas of the World.**

The mapping capabilities in ArcGIS enable users to interact with maps, understand their data, enhance data, personalize their maps, and share their insights with others



Demo



Q & A?



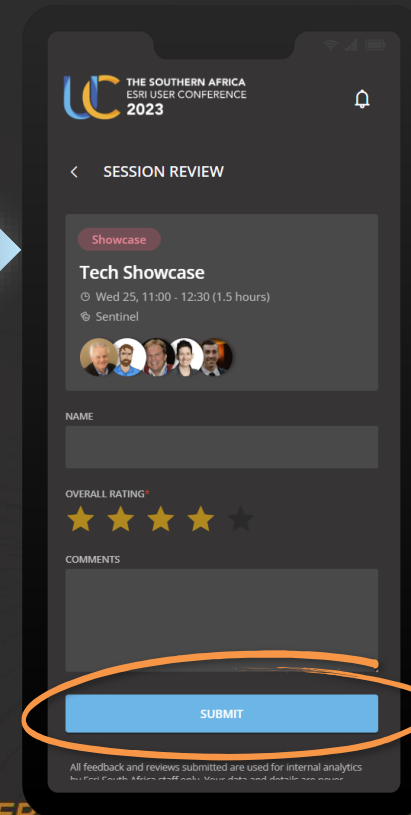
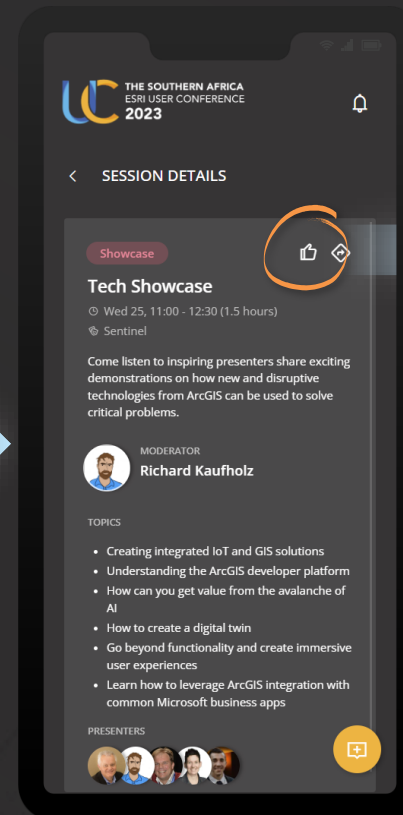
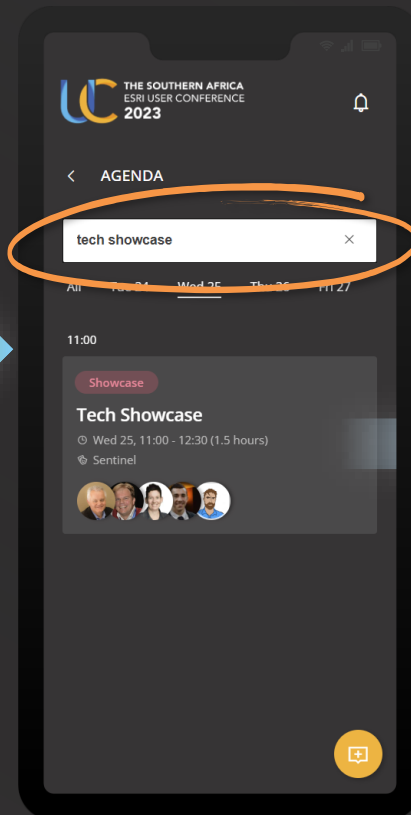
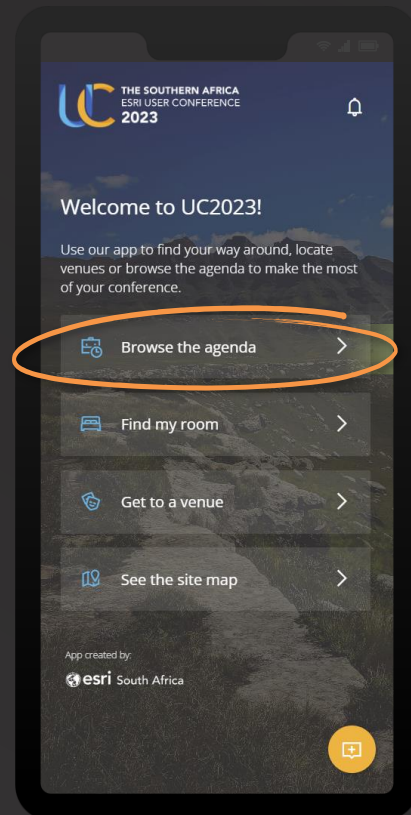
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