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BDVI is the German Association of Publicly Appointed Liberal Surveyors. It is the historical German member of CLGE. In this paper, BDVI President, Michael Zurhorst, gives some insight in the way they've approached the question of the branding of the surveying profession. Of course the German technique cannot be copy-pasted but their study can inspire us in how we have to organize an effective marketing of our professional image.

Why quality management and trust marketing are necessary Surveyor - a specialist profession



gy for the profession of Publicly Appointed Surveyors.

For this purpose, the German surveyors coined the term Vertrauensmarketing – trust marketing. In our specialist profession it is imperative that marketing is to be based on a promise of quality. Using this as our fundamental premise, we developed a 3-step model. We began by gathering and reworking the professional standards of the BDVI, then developing an overall concept of the BDVI and the Publicly Appointed Surveyor and finally, creating and implementing a quality management system.

The following considerations were taken into account on the topic of trust marketing:

Publicly Appointed Surveyors are experts on all things related to plots of land and they carry out an indispensable task for the common welfare. As publicly appointed freelancers, they contribute decisively to defining and guaranteeing property boundaries. As is the case with any specialist profession, for society and especially for the specialists' clients, there is a huge element of trust involved – there must be the assurance that one can rely on these specialists and their services.

How can we justify this trust? First of all, we need to realise that in today's complex society we would be lost without trust. Every day we put our trust in functioning systems, for example, air traffic control, traffic lights, building safety standards or doctors' diagnoses. If we had to monitor and control all these aspects ourselves, we would be completely overwhelmed. This prompts one very important question: why do we decide to trust?

Take doctors, for example. We expect them to

The Italian revolutionary Giuseppe Mazzini once said, "The secret of ability lies in volition." But what exactly is it that surveyors should want so that they are able to pursue it? We want to improve the public perception of our profession. We want to make our contribution to society more transparent.

Ask any surveyor, and they will tell you unambiguously that our profession is indeed a specialist one. Apart from a few exceptions, however, this isn't what the public perceives at all.

Germany's large nationwide surveying associations BDVI, DVW and VDV have agreed on cooperation regarding the core topics needed to support young professionals, further education and marketing, and have jointly declared their commitment to make the surveying profession future-proof.

Although all of these topics are important, this article will focus on marketing. The declara-

tion of commitment says the following about marketing:

Strengthening the profession of surveyors and gaining appropriate public appreciation can only be realised by creating an uniform brand, adopting a coordinated approach regarding society and politics and defining a superordinate marketing strategy.

The BDVI has assumed organisational responsibility for the topic of marketing. Normally, we start with the broad picture and work our way down to the details. For developing marketing strategies for the surveying profession this would mean creating the universal brand of the Surveyor as a first step and then thinking about a strategy for the sub-brand, that is to say, of the Publicly Appointed Surveyor. Here, however, a different approach seemed more suitable. As the development of the universal brand of the Surveyor is a mammoth task, it seemed sensible to first create a strate-



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have expert knowledge and a corresponding degree guaranteeing their specialist skills. We also expect them to listen to us and take our problems seriously. In other words, we demand key qualifications, which are a part of a collective quality. Apart from the educational quality, there is also the quality of equipment in the doctors' offices and hospitals. We demand first-class equipment, including devices for precise measurements – a fact that also applies to surveyors. Quality managers call these characteristics potential quality.

But this is not all. With doctors, we also expect quality when it comes to processes, that is, process quality. We don't want to spend hours in the waiting room. Exams should be coordinated and not chaotic. Staff should be friendly and caring. And finally, we expect a clear presentation of results, a precise diagnosis and helpful recommendations for therapy.

We can state: only when there is sufficient potential quality and process quality will the quality of the results meet our expectations – and only then we can trust.

We, as Publicly Appointed Surveyors, also have to deliver exceptional quality to justify why the state, who delegates sovereign tasks to us, and our clients, should place their trust in us. If doubts were to surface regarding our specialist qualification or the coordinated nature of our work processes, the public would lose trust in our profession – trust that takes a very long time to build.

The BDVI sees its central task as promoting the quality of our profession to a degree that allows everyone in our society to trust each and every Publicly Appointed Surveyor.

As a first step, we developed an overall concept based on a fundamental consideration.



Committing ourselves to such fundamental values as integrity, confidentiality, responsibility, independence, impartiality, client-focused work, cooperation with colleagues and transparency, we want to send a clear message to the state and to each individual citizen: You can trust us because we have publicly committed ourselves to a professional standard against which our work can be measured. We have to make these values a reality in our professional day-to-day life and incorporate them into our daily work. Every office of Publicly Appointed Surveyors must establish quality guidelines and adhere to them.

The work necessary for guaranteeing quality must be integrated into the daily life of every business, and the individuals working there must realise that the work towards quality is never finished – it is an ongoing cycle. We analyse the situation in our offices, we set goals and look for ways to achieve them. Additionally, we develop plans and implement measures. Most importantly, we monitor this implementation, for example, for preparing goal-oriented decisions. Finally, the act of comparing the results to our goals leads us back to the beginning – it is a new analysis of the situation.

Adopting and continuously practicing this fundamental behavior, which goes hand in hand

with the willingness to learn and develop new quality standards, is an inherent part of expert professions.

However, there is another reason for implementing quality management. In the future we will not only carry out sovereign tasks, but will also have to develop new areas of business consistently. Just looking at the dynamics of geodata information systems and the opportunities they present shows us clearly how important it is to commit oneself to lifelong learning. If we want to make a meaningful contribution in this field in future, we have to act now and create quality standards. Soon, the markets will determine what quality is acceptable in this field, so our goal must be to ensure that all members of the BDVI successfully pass this quality test.

As we can see, creating the sub-brand of the Publicly Appointed Surveyor already requires extensive changes. The same holds true for other surveying disciplines, and we are called upon to jointly work on developing corresponding strategies. The first steps have been taken, yet much remains to be done until our specialist profession receives the public appreciation it deserves. Where there is a will, there is a way – and we are on it. Where there is volition, there is ability – we are determined to show our abilities!

The CLGE Students' Contest 2013 Last Call!

It was announced in our last issue. We want to launch a last call for this years' edition. As every year, CLGE organizes a European Students' Contest for bachelor and master students in three categories. The slightly adapted regulations are available on the homepage of www.clge.eu. Papers must be submitted before 5 August 2013!

European students can take part in two categories:

- Geodesy and Topography (supported by Trimble);
- GIS, Mapping and Cadastre (supported by ESRI).

The third category is open to European students, but also to young surveyors (aged up to 35 years). Papers in this category should propose new approaches addressing the question of How to attract young people to the profession and young surveyors to professional associations (self-supported). If possible, the winner of this Prize will be asked to implement his or her project.

Papers must be submitted before the **5th of August 2013** to contest@clge.eu.

The winners in each of the three categories will receive a diploma and €1000,- prize money. It is probable that the sponsors will invite the winners to a special event.

All the nominated papers will be published on the CLGE website (the 2012 papers are there for you to look at).

The awarding ceremony will be organized during INTERGEO in Essen, Germany, in October 2013, for the two first categories. The presentation of the third prize is planned

during the first FIG Young Surveyors Meeting – European Branch, in Lisbon (Portugal), in October 2013 (slightly changed).

All submissions will receive an acknowledgment. If there's no explicit acknowledgment of receipt after 5 days, please send again! Currently, PhD students are not allowed to use their PhD theses when applying for categories 1 and 2. We are working on another prize for this.

Posters Galileo Galilei



Those who want to get this poster in a \pm A0 format can obtain it on request at poster2013@clge.eu for the price of €80,- shipment within Europe included. This may become a collectors' item.

The 2012 poster can be added to this shipment, in which case the total price becomes €150,-.

Please do not forget to mention your surname, first name, snail-mail address + poster 2013 (and if need be 2012).

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