

LOUISE JUPP

Author || Commercial Drone Applications || Licensed Drone Pilot & Instructor || Environmental Manager || Speaker

LOUISE JUPP is a best-selling author and editor. She is a licensed drone pilot with over 360 flying hours and an Instructor. She is also an environmental scientist with over 28 years' experience in environmental management.

Louise recognizes the game-changing and powerful management tool commercial drone systems provide across many sectors and is highly passionate about using and spreading the message of the enormous benefits they provide. She also delights in the fact that the more precise and effective business practices following their use are innately more environmentally positive compared to traditional business practices.

The power of commercial drone systems lies in the ability to rapidly provide a broad range of high-quality actionable data at the right time, enabling managers to make the right decisions with the right resources at the right locations at the right time. With a passion for agriculture in particular, Louise believes commercial drone systems are fundamental to farmers increasing their productivity and to helping nations meet rising global demand for food production in more sustainable ways.

Louise is the author of 'Precision Farming from Above', a #1 category best seller on Amazon.com (2018). In her book she explains the major benefits of commercial drone systems and drone surveying to farmers. Her goal is to change how farming is done globally by helping farmers improve crop management, increase their yields and create more profitable farms.

Louise is also the Editor and contributing author of 'Drone Professional 1', a #1 best seller in two categories on Amazon.com (February 2020).

Speaking topics include:

1. The importance of drones in sustainable agriculture.
 2. The trends and future of commercial drone use, regulation, policing and enforcement.
 3. Promoting the safe integration of drones into manned aviation airspace without damaging the industry itself.
 4. Promoting women's involvement in the drone industry.
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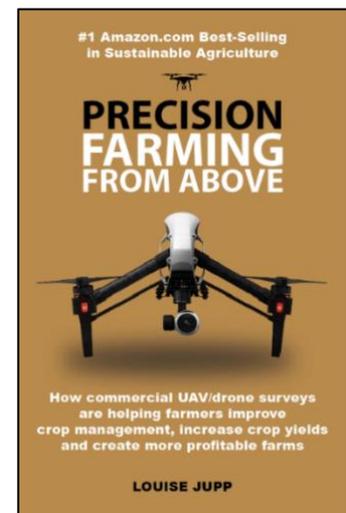
Recent speaking events include:

- Drones and Digital Aviation Conference, Johannesburg [Title: 'Drones: Key to Driving Greater Productivity and Sustainability in Agriculture.']
- Sustainable Land Management and Biodiversity Conservation: Drone Users Conference 2019, Cape Town [Titles: 'To Boldly Drone' and 'Regulate to Elevate']ⁱ
- Drone Con 2019, Durban [Title: 'Driving Efficiencies and Competitiveness in Agri-Tech']¹
- 6th Annual International Conference Remotely Piloted Aircraft Systems (RPAS), European Civil RPAS Operations and Operations Forum, Paris [Title: 'Regulate to Elevate not Strangulate']
- South African Institution of Civil Engineering Pretoria Branch Presentation [Title: 'Drones in Civil Engineering – More than Meets the Eye']
- South African Institution of Civil Engineering East London Branch Presentation [Title: 'Drones, the Future of Flying Robots, the Myths and Realities']
- Institute of Municipal Engineering South Africa East London Branch Seminar [Title: 'Drones for Engineering']
- Border Aviation Flying School [Title: 'Drones - Are You Breaking the Rules?']
- East London Rotary Club and East London University of the Third Age [Title: 'The Drone Revolution']

Louise's #1 Amazon Best-Selling Book, 'Precision Farming from Above'

Since its launch in August 2018 'Precision Farming from Above' and Terreco Aviation have been featured in:

- Women and Drones (USA)
- Farmers Review Africa
- AgriPreneur SA
- Agriorbit
- SkyWalker (Japan)
- Daily Dispatch (South Africa)



¹ Reference to Louise's presentation at Drone Con 2019 was made in <https://www-defencweb-co-za.cdn.ampproject.org/c/s/www.defencweb.co.za/aerospace/unmanned-aerial-vehicles/drone-con-2019-redefining-the-future-of-work-with-drones/amp/>

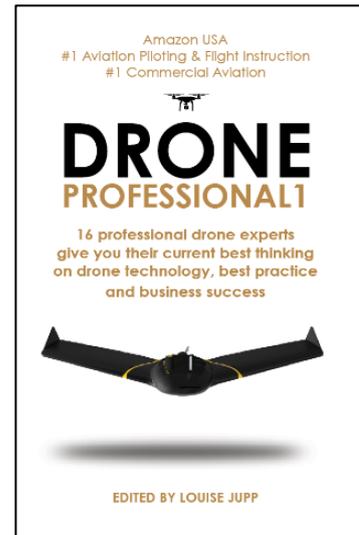
SPEAKERS PROFILE

Louise's #1 Best Selling Book, 'Drone Professional 1'

Louise is the editor and a contributing author of this new book.

In Drone Professional 1, 16 drone industry professionals from around the world share their current best thinking, expertise and experience on commercial drone issues.

These experts cover a broad range of professional drone applications from drone insurance to best practice for data collection to good governance and the design of an anti-poaching drone.



Radio Work

Louise has been featured on **Wild Coast FM** (October 2018 – January 2019) discussing the benefits of drones in general, trends in the industry and the safe and legal use of drones, among other related topics.



TV Work

Louise was interviewed for and featured on **Aerospace Africa TV's** programme on Drone Con 2019 (Day 2) in connection with the use of drones in agriculture.

<https://www.aerospaceafrica.tv/?t=v&mid=syjS6NpX&fid=2daqf06o>

Louise was interviewed for and featured on Aerospace Africa TV in connection with her new book, 'Drone Professional 1' in February 2020.

<https://www.aerospaceafrica.tv/?t=v&mid=lt38V5fu>

ⁱ Reference to Louise's presentation, 'Regulate to Elevate' at this conference was made in Johan Coetsee article in Landblou, 20 December 2019.