

# Drone Professional 4 - Official Launch in Dublin

Mobility Now & Drone Summit, Dublin

01-02 March 2024

# DRONE PROFESSIONAL 4

- ▶ Launched (Kindle) 16 January 2024
- ▶ Features guidance, case studies, best practices and thought provoking insights on the ever-evolving drone industry and emerging aviation technologies
- ▶ 18 professionals from 11 countries
- ▶ #1 (USA) Amazon New Release and Best Seller

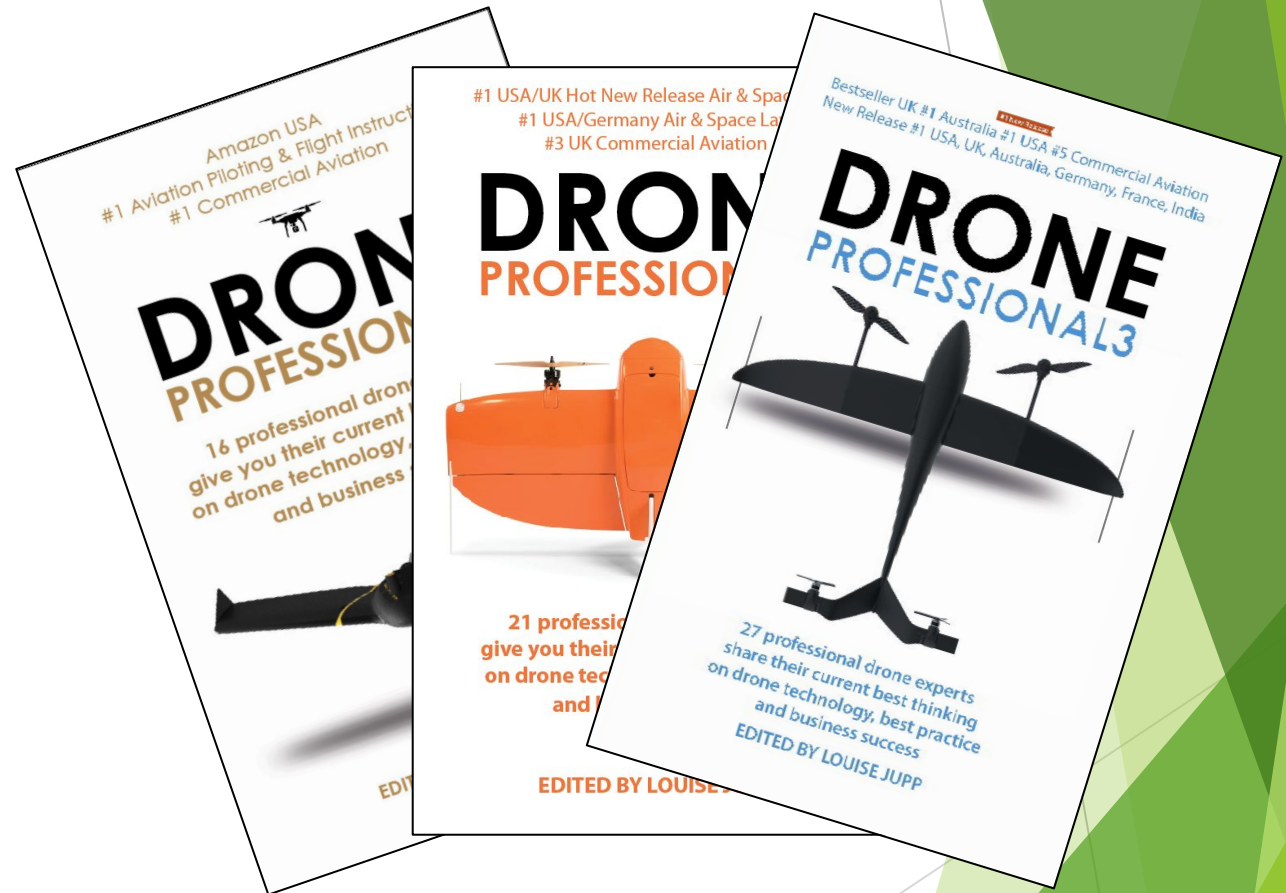
# DRONE PROFESSIONAL4



**#1 USA BESTSELLER  
OUT NOW! AMAZON**  
<https://www.amazon.com/dp/B0CSBMNS2M>

# Background & Purpose of the DP Series

- ▶ Started 2019
- ▶ Created initially to provide a positive response to the heavy criticism of the industry at the time
- ▶ Showcases the industry in the hands of the professionals, as presented by the professionals themselves
- ▶ Reflects the applications, growth, issues, direction and trends of the industry
- ▶ Now in its fourth year and edition



# The Professionals in DP4

- ▶ Business owners, operators and service providers
- ▶ Policy makers and legislators
- ▶ Suppliers, developers and OEMs for drone technology software and hardware
- ▶ Business coaches and instructors
- ▶ Advocates, influencers and consultants
- ▶ Award winning professionals



Louise Jupp, Wade Hartley, Mahmood Hussein, Armando Koerig Gessinger, Henrik Luehrs, Steve Zerafa, Ken Treloar, Jasper Schmeits, Bob van der Meij, Filippo Tomasello, Lumbwe Chiwele, Nicole Jenkinson, Lucy Erasmus, Ian Kiely, Kim James, David Opatyibo, Jamie Allan, and Philip Hicks

Editors: Louise Jupp and Andrew Priestley

# Drone Professional 4 - Key Highlights

- ▶ Company evolution path
- ▶ Business sales and growth strategies and thought leadership for business development
- ▶ Discussions on counter drone technology, the equitable accessibility of UAM/AAM and the best metrics for evaluating procurement of drone security programmes
- ▶ The applications of drones in engineering consultancy, the oil and gas industry and for mapping seagrass
- ▶ Operational discussions on the connection between training and safe operations and the benefits of drone management and compliance software
- ▶ Step by Step guide for farmers to select AgTech solutions
- ▶ The development of new UAV regulations in Zambia

# Drone Professional 4 - Must-Have!

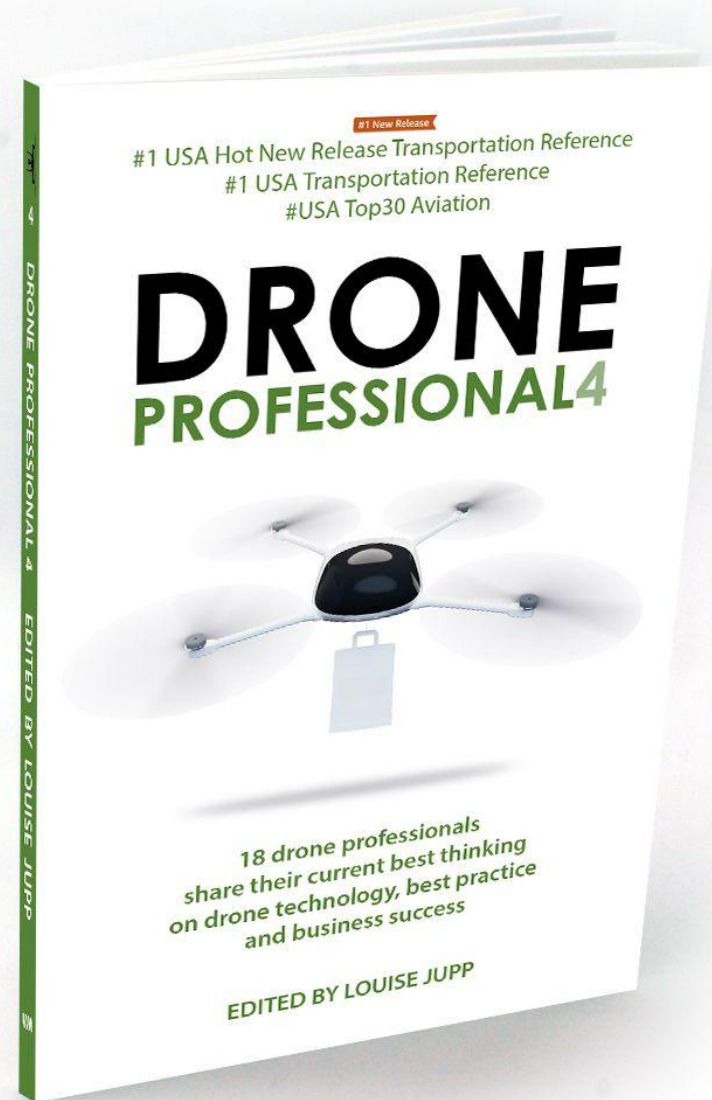
- ▶ This book is a must read for anyone interested in the practical application, innovation and transformative impact of the drone industry and emerging aviation technologies.
- ▶ Featuring 18 specialists and professionals, many of whom are pioneers, industry influencers, passionate advocates and true ambassadors for this global tech industry, this book shares their experience, insights, best thinking and advice on a broad range of topics.
- ▶ Produced and published by Andrew Priestley, Writing Matters Publications



# Drone Professional 4

## - The Cover

- ▶ The cover image on Drone Professional 4 features, with kind permission, Manna Aero's 4<sup>th</sup> generation delivery drone.
- ▶ More information about Manna Aero may be found on their website: <https://www.manna.aero>



# DP4 Launch at the Mobility Now & Drone Summit, Dublin: 1-2 March 2024

- ▶ We are excited to announce the launch of Drone Professional 4 in paperback will take place at the Mobility Now and Drone Summit in Dublin on 1-2 March 2024.
- ▶ Some of the professionals who contributed to Drone Professional 4 will be present at the launch for book signing - including:
  - ▶ Ian Kiely (Ireland), Drone Space Limited
  - ▶ Kim James (South Africa), UAV Aerial Works
  - ▶ Louise Jupp (South Africa), Terreco Aviation
- ▶ In the book:
  - ▶ Ian's chapter discusses, 'Counter Drone Technology: Scourge or Necessity?'
  - ▶ Kim's chapter discusses, 'Why Price Alone is a Poor Metric for Evaluating Drone Security'
  - ▶ Louise's chapter discusses, 'Taxi?!' Will the Emerging Urban Air Taxi Services be a Viable Option for Everyone?'



#1 New Release

#1 USA Hot New Release Transportation Reference

#1 USA Transportation Reference

#USA Top30 Aviation

# DRONE PROFESSIONAL4



18 drone professionals  
share their current best thinking  
on drone technology, best practice  
and business success

EDITED BY LOUISE JUPP

## CONTACT

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# Drone Professional 4 - Available to Purchase on Amazon

Kindle



Paperback

