

Česká Obec Sokolská

After an initial analysis, Globema recommended using the clustering feature to improve the visibility of information displayed on the map. Also Globema helped significantly decrease monthly cost of using Google Maps services.

The challenge

Find out how the Google Maps platform supports the Czech non-profit organization in popularizing exercise for all, which is the basis for the health of the population and the cultural values that this association has been carrying for more than 160 years.

The solution

Sokol implemented a stylized version of the dynamic map. The change of style is visible not only on the background and colours of the map. The markers/pins have also been stylized to match the design of the Sokol website.

The results

Sokol uses Google Maps to visualize the location of the Sokol halls, sports fields and offices. Thanks to Google Maps, the exact location of events organised by Sokol across the country is also recorded. These include various runs, orienteering races for children, forest courage trails and summer residential camps.

“Globema’s specialists proved to be very helpful – they recommended changes that will make our website more user-friendly. Visitors to our website will be able to find the information they are looking for faster. Working with Globema – a premiere Google partner – has also enabled us to significantly reduce the cost of using Google Maps. Cooperating with Globema turned out to be very pleasant, ratio ”

Mr. Jiří Reichl – Communications Manager and Spokesperson, Česká Obec Sokolská



About Česká Obec Sokolská

Czech Sokol Community (Česká Obec Sokolská) is the name of the Czech gymnastic association, which historically has taken the position of not only the largest but also the most successful gymnastic organization. The founders are Miroslav Tyrš and Jindřich Fügner.

Industry: Non-Profit

Primary project location: Czech Republic



About GLOBEMA SP Z O O

Globema is an international team of map enthusiasts and experts. We serve both as an advisory and a support for our customers.



Products

Google Maps Platform