

AEO – Business Technology and Innovation



Objectives

This Working Group provides a platform for event organisers to share experiences of technology used to improve processes, track customer journeys and provide better services to visitors. The Group will identify, investigate and recommend existing and future technologies that can improve overall experience of organising, exhibiting and/or visiting an event.

There are two branches to the BTIG;

- The first focuses on aspirational technologies, looking at uncovering the opportunities afforded by new technology and how other sectors are using this to provide memorable experiences for their customers. Once understanding the benefits, organisers can adapt it to their own events.
- The second concentrates on fundamental business technology that exhibitors and organisers require for their day to day roles. It is looked at from an operational/ event professionals perspective to understand how using this technology can assist in running the everyday more efficiently.

Audience

- The Business Technology & Innovation Group (BTIG) is a sub group of the Development Board and comprises of members at a senior level within all sectors of the business.

Frequency and Location

- The BTIG will meet prior to Development Board meetings and the Group's chair will be responsible for feeding back.
- Meetings occur on a quarterly basis – although additional meetings may be arranged on an issue led basis. An annual calendar of meetings is to be circulated in January in advance of the new fiscal year.
- Gatherings are held at varying locations across London.

Strategic Aims

- Investigate technology used in other industries that could be applied to the sector – improving exhibitor and visitor experiences alike.
- Look at existing technology in the events sector and ensure that it is driving efficiencies to the best of its ability.
- Review and share experiences to explore new approaches when looking at applying technology to everyday functions.