

# AEO – Live Events Promotions Group



## Purpose

- The LEP Group was formed with the purpose of focussing on AEO members' customers, looking to identify their wants and needs with the aim of "getting exhibitors using exhibitions more often". Continuing to develop resources through the FaceTime initiative, Group members seek to supply exhibitors with the tools that they need to perform to the best of their ability and ensure that they understand the benefits, as well as the potential ROI when choosing to exhibit. More details on what is available to members via FaceTime can be found here: <http://www.facetime.org.uk/>
- The Group is also responsible for commissioning valuable research projects that will deliver insight to AEO members, including identifying gaps in the market and understanding how to promote to businesses who do not use live events as part of their marketing strategy. It also looks at relevant issues such as GDPR and how best to manage this going forward, without impacting existing relationships or opportunities for customers.

## Audience

- This group is for senior marketing and sales professionals, within event organising companies across the membership. It is open to all AEO members.

## Frequency and Location

- Meetings occur on a quarterly basis and these are usually planned 12 months in advance of a meeting taking place. More information can be found on the AEO website under the section "Diary Dates".
- Gatherings are held at varying locations across the UK

## Strategic Aims

- Supporting and educating members customers who use live events to grow and develop their businesses.
- Promoting live events to organisations who are not currently using them as part of the marketing mix - supporting AEO members' growth and future development.
- Delivering insight to AEO members to help them improve customer experience.