

# AEO INTERNATIONAL ORGANISER GROUP

## PURPOSE

To provide a platform for AEO members operating internationally, to come together, discuss common challenges and exchange information to help grow their businesses and the industry globally.

The level of experience within this group offers an opportunity to mentor those with less knowledge, seeking guidance on developing their business overseas.

Members identify global issues that could impact the industry negatively, their causes, and offer learnings and insight that could provide solutions to tackling them. They use AEO as a guise to lobby local governments, venues etc.

They create outputs that would benefit all AEO members planning to/ operating globally through:

- The Annual International CEO Summit
- A series of virtual learning panels and interviews on current affairs
- The Joint Leadership Summit in Asia – AEO, SACEOS, SISO
- Regionally focussed International Dinners

## OBJECTIVES FOR 2022

After seeing the return of events in 2021, the Group looks to navigating – a still turbulent – 2022.

Using this to fuel their objective for the year ahead, members will continue to run events and content that will facilitate the sharing of knowledge, pioneering and supporting any initiatives that can rebuild the industry.

This includes, but is not limited to:

- Understanding how to currently manage a business living with COVID-19 and moving to an endemic, discussing the regional challenges that come with it.
- Look at the definition of reopen, using their collective knowledge and power to influence regional decisions on travel borders, restrictions and other barriers that will prevent shows from running.
- Exploring the Development Boards work on identifying the skills gap and attracting relevant talent to the industry.
- Using events and relationships with international associations to build the foundations to grow events in undeveloped territories.

## AUDIENCE

Core membership of this group is by invitation only for members at senior level (CEO and or MD), speakers from industry or other associations may be invited at the request of the group.

The group extends its reach to the wider membership to attend any virtual learning discussions, events and face to face meetings that are deemed appropriate.

## FREQUENCY & LOCATION

It is the aim of this group to meet at least three times a year.

One to tie in with the International CEO Summit earlier in the year, then a further two equally spaced throughout, taking place virtually or face to face where possible. However, other outputs will flow through 2021 to keep the groups engagement high.



**Group Chair - Simon Foster**  
**Group CEO - Arc**



**Vice Chair - Damion Angus** **Group**  
**Managing Director - Montgomery**  
**Group**