

# AEO DIGITAL ENGAGEMENT GROUP

## PURPOSE

The Digital Engagement Group will focus on the learnings, and the opportunities that digital has added to our businesses in the last two years. They will look to cement virtual content as part of members growth strategies, exploring the tools available to do this well. Meetings will be a forum for those who have seen success from digital and want to continue, as well as those looking to learn about how they can grow this area of their business.

The customer will be at the forefront of discussion, with conversations uncovering how to make events a truly 365 experience for your communities, and how this feeds into a better overall experience for the exhibitor and their audience.

Members will also look at how to use digital to tap in to audiences that might never have engaged with live events – and don't intend to - discussing the opportunities that this brings to brands as they move towards an omnichannel model.

## OBJECTIVES FOR 2021

The objectives for 2022 will identified when the Group has met for the first time and have had a chance to discuss the following topics:

- Digital Events – What has worked and what can we build on?
- Community Engagement – Make events truly 365.
- Data – Who owns it and how can you use it to make meaningful connections?
- What are the long term strategies for businesses exploring digital?
- What platforms are organisers using that truly benefit our businesses?

Once this initial conversation has taken place we will share plans for content that all members can access if they need support in this area.

## AUDIENCE

This group is primarily for individuals leading event businesses, senior directors and portfolio directors and CMO's.

Given the nature of the groups focus, senior marketing directors and operations directors may also gain benefit from attending on occasion.

## FREQUENCY & LOCATION

The Group will meet quarterly in 2022 and this will be a mix of virtual and face to face meetings.



**Group Chair**  
**Ed Tranter – Managing Director**  
**73 Media**



**Vice Chair**  
**Alison Church– Chief Marketing**  
**Officer**  
**Easyfairs**