

# AEO UK EVENTS GROUP

## PURPOSE

To create and develop ideas that contribute to the look, feel and content of all AEO events, ensuring members continue to learn, engage, and be entertained.

Alongside developing enriching content that appeals to different demographics, events provide important networking, personal and professional development opportunities across the organiser, venue and supplier communities, whilst contributing to AEO's turnover.

There are 5 key events that run annually; the AEO Awards, AEO Conference, AEO Forums and both CEO and Organiser/Venue Summits. The AEO also runs dinners with an international focus and 'FaceTime' masterclasses for members' exhibitor clients.

## KEY FOCUS AREAS

- To provide networking and a channel for relaying business critical issues and opportunities raised in AEO working groups
- To drive revenue that is then reinvested towards products and services for members – e.g. the Skills of Tomorrow webinar series and industry research.
- To change 20% of each event on an annual basis – ensuring that content is kept relevant and continues to appeal to attendees

## AUDIENCE

This group is for individuals at senior/director level, across all business departments, but particularly events and marketing roles, ensuring AEO's event formats remain fresh and relevant.

## FREQUENCY & LOCATION

- Meetings occur on a quarterly basis - although additional meetings may be arranged on an issue led basis
- Gatherings are held at varying locations across the UK



**Group Chair – Philip Soar -  
Chairman – CloserStill Media**



**Vice Chair – Simon Parker**