

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 explore learnings or insight that could provide solutions to tackling them, collectively using the 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
- Research to show the size and scale of the industry (Global Events Study)
- International Asian Summit – in partnership with SISO
- Regionally focussed International Dinners

OBJECTIVES FOR 2021

The groups primary objective for the year ahead is to get face to face events back up and running, pioneering and supporting any initiatives that will allow this to safely happen.

This includes, but is not limited to:

- Rapid testing programmes
- Air bridges and the lifting of travel bans
- Exploring the skills gap and what is needed to support the relaunch of the industry.
- Learning from regions who are successfully reopening and the processes they have put in place to do so.

They will deliver findings by continuing to run virtual panel discussions, but convert these to being topic led interviews, allowing a wider knowledge share with the wider membership.

They will continue to run the quarterly Global Event Study to monitor readings of regions seeing a return to events, and plan on launching the Asian CEO Summit that was originally due to run in 2020 – connecting UK based organisers with a regional market, encouraging industry growth.

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
Consultant



Vice Chair - Damion Angus
Managing Director - Montgomery
Group