

AEO LIVE EVENTS PROMOTIONS (LEP) GROUP

PURPOSE

The LEP Group was formed with the purpose of supporting AEO members' customers (the exhibitor) - looking to identify their wants and needs with the aim of:

- Getting them to use exhibitions more often.
- Educating them on the ROI that exhibitions and conferences offer.
- Ensuring that exhibitions remain a key part of their marketing mix.

Members champion and develop resources through the FaceTime initiative seeking to support exhibitors with the tools that they need to perform to the best of their ability. More details on what is available to members via FaceTime can be found here:

<http://www.facetime.org.uk/>

The group also looks at the challenges that sales and marketers face when dealing with customers, looking at how to make content more accessible and learning from one another about successful methods of communication and engagement.

OBJECTIVES FOR 2021

The global pandemic has brought with it a wave of digital content and hybrid events, paramount to staying engaged with the exhibitor community and becoming part of many organisers long term strategies.

The challenge is educating the audience on the value of this new proposition and supporting them on how to use the technology for a seamless experience. Therefore the group have decided to focus on this as one of their key objectives for 2021, connecting the physical world with the digital world. They will do this by creating a selection of guides and webinars for the exhibitor community.

They will also be looking at rebuilding exhibitor confidence, working with the AEO Ops Group to develop resources through the FaceTime website that encourages a return to events. They will look at driving campaigns from existing research projects and collateral that promotes the message that "Face to face is still the best form of marketing".

AUDIENCE

This group is targeted at senior marketing and sales professionals across the membership, but encourages the presence of Portfolio Directors and MD's who have a particular interest in the customer journey.

FREQUENCY & LOCATION

Meetings occur on a quarterly basis and will remain on Zoom for the duration of 2021 to maintain engagement.

The group will look to commission AEO Masterclasses again once live events can take place, but will explore taking some of more urgent content virtually to support the needs of exhibitors.



Group Chair – Paul Byrom
MD – Immediate Media



Vice Chair – Laura McCartney
Head of Exhibitor Experience -
Informa Markets