

AEO TALENT GROUP

PURPOSE

This Group is tasked with representing the AEO's Talent Pillar on behalf of all members within the association.

Its overarching strategy is to Attract, Assess and Retain talent, with the aim to provide the industry with a wealth of diverse, quality candidates that have chosen events as a first choice career.

Using their combined insight, group members collaborate to build resources that members can utilise to meet their talent needs.

This includes promoting the use of the AEO jobs board and newly branded Careers and Skills hub to support members with recruitment, reaching out to those who may want to join the sector by informing them of the opportunities that the industry provides.

More recently the group has set up initiatives that can support existing employees by upskilling them on topics tailored to their role through crafted webinar sessions. They also offer mentorship opportunities via virtual platforms, with the aim to retain talent within the events world.

OBJECTIVES FOR 2021

Following on from one of the most challenging years that the industry has had to navigate, the AEO Talent Group will play a fundamental role in providing members with the insight and support that they need to ensure that they retain the right Talent for their business in 2021.

Shining a spotlight on developing skills, the group will be:

- Running research that identifies skills gaps within the sector that have been created as a result of the pandemic and evolving business models.
- Understanding the new roles that members will be recruiting for and exploring how to attract the right applicants.
- Rebranding the current "Leaders of Tomorrow" series to be "Skills for Tomorrow", providing members with the opportunity to upskill teams on key topics.

They will also be responsible for providing a support network to the wave of talent lost as a result of redundancies, ensuring that these people have access to mental health resources, the online learning tools and mentorship sessions through a campaign to "Keep in Touch". Furthermore, the group will work with the AEO's new Diversity and Inclusion group, as they are keen to expand the industries diversity and educate others on the benefits of this.

AUDIENCE

This group is for individuals at Director/Senior Management level, but from all facets of the business to identify the needs of individual departments.

Members of HR are also encouraged to attend from a recruitment and process perspective.

FREQUENCY & LOCATION

- For the course of 2021, the group are going to meet quarterly.
- Gatherings are to be held virtually with the final meeting of the year to take place face to face at a location TBD.



**Group Chair - Alison Willis -
Divisional Director - Easyfairs**



**Vice Chair - James McGough -
Managing Director - Imago -
Clarion**