

# AEO TECHNOLOGY GROUP

## PURPOSE

The group is responsible for providing a dynamic and discussive platform to explore and understand new technology and innovation tools that will drive the event industry forward.

They look to gain sight of early phase technology developments which may impact the sector in the long-term, and obtain insight into how these may be used in future strategic development.

More recently they have looked at championing the advancement and integration of virtual events, making it part of the event mix and providing guidance, best practice and practical insight into developing profitable strategies, benefitting the wider membership.

## OUTPUTS FOR 2021

The main objective for this group is to champion digital content and virtual events, ensuring they become an integral part of members business strategies.

The aim is for the sector to become an omnichannel marketing solution for its customers, rather than the “one off” live experience.

Therefore, the group will make steps in 2021 to learn from those in the industry who have started to pioneer in this arena.

They will do this by:

- Running virtual test and learn panels, hearing insights from the industry on organisers making positive headway in the digital world.
- Using the Skills for Tomorrow platform to run training webinars surrounding digital.
- Running roundtables for CTO's and senior industry leaders.
- Hearing from a range of suppliers that offer digital solutions to support the strategy.

## AUDIENCE

This group is primarily for individuals leading event businesses, senior directors, portfolio directors and CTOs.

Given the broad nature of the focus of the group, senior marketing directors and operations directors may also gain benefit.

## FREQUENCY & LOCATION

Specific topic roundtables or panel discussions for senior executives and business leaders will be held on a monthly basis..

A quarterly meeting will be held for the more focused technology professionals on a quarterly basis.



**Group Chair**  
**Ruth Carter – Red Fox Advisory**



**Vice Chair**  
**Julie Driscoll – Hyve Group**