

AEO UK ORGANISER GROUP

PURPOSE

To connect AEO events organisers who operate in the UK through meetings and events. Their responsibilities are to drive association policy and raise awareness of the importance and value of the sector with; Government, regulators and other associations that may not understand their value. They are also key in protecting the industries future and growth, strengthening relationships with other industry stakeholders and exploring opportunities to grow venue stock. They do this by:

- Commissioning research to show size and scale of AEO member activity through SASiE.
- Proactively exploring ways in which to grow events, inviting in speakers/presenters who can help with this objective.
- Providing a platform for information exchange on current affairs via meetings, networking opportunities and the UK CEO Summit.
- Lobbying with government to raise the profile of the sector and its economic impact.

OBJECTIVES FOR 2021

The groups primary objective is to ensure that live events can return in 2021. They will be collaborating to share best practice and insight on what this looks like in a post COVID-19 world.

Maintaining its solution orientated approach, meetings will focus on:

- Best example guidance on exhibitor communications and T&C's
- Raising the profile of events, proving the value of live and understanding macro data trends through FaceTime and other initiatives
- Continuing to improve relationships with venues and protecting the supplier base
- Hearing and working with the AEO Talent Group to understand skills gaps and who the industry should be attracting

AUDIENCE

Membership of this group is by invitation only for members at senior level (CEO, MD and Portfolio Director), speakers from industry or other associations may be invited at the request of the group.

FREQUENCY & LOCATION

- The Group will meet on four occasions in 2021 and will be participating in the UK CEO Summit.
- The first two meetings will take place virtually, with the subsequent two taking place face to face. Face to face meetings will be followed by a drinks reception to accommodate networking.



Group Chair - Mike Seaman
CEO - Raccoon Events



Vice Chair - Nicole Cooper
Fitz All Media Ltd - Managing Director