

AEO DEVELOPMENT BOARD

PURPOSE

The Group was formed in 2016 with the purpose of representing the voice of future leaders and their teams within the industry.

They develop and support the agenda of the senior groups through a number of working groups, aiming to sit on at least one of these themselves, driving outputs and feeding back to the Development Board.

Members act as a conduit between the AEO Council and the newly formed Futures Board, encouraging youth engagement in the sector, protecting the future of the industry by staying relevant, dynamic and attractive to job seekers.

As target AEO Conference attendees, they are key in suggesting content topics and delivery to the AEO Event Working Group.

OBJECTIVES FOR 2023

During the course of 2023, the Development Board will continue to raise the brand profile of the events industry to current and future employees. The aim is to reposition how the events industry is perceived, rewriting the narrative from 'I fell into events' to 'I chose events'.

A new focus for the group moving into 2023 is sustainability. The group will explore this important topic by:

- Best practice sharing, inviting sustainability heads from membership to discuss top tips and practical advice.
- Bench mark the events industry against outside industries to see how we fair.
- Create practice documents that organisations can use to demonstrate how we are becoming a sustainable industry.

The Development Board will continue to work closely with the Futures Board and industry allies on these key areas.

AUDIENCE

A collective of next generation business leaders at Director/Heads of Departments from all facets of the business.

FREQUENCY & LOCATION

- For the course of 2023, the group are going to meet quarterly.
- Meetings will be a mix of virtual and face to face, with the face to face meets taking place at Confex and the AEO Conference.



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



**Vice Chair - James McGough - MD-
DTX and UCX - Clarion**