

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 2024

During the course of 2024, the Development Board will continue the hard work they put into 2023 in raising the brand profile of the events industry to current and future employees.

The launch of #CHOOSEEVENTS aims to reposition how the events industry is perceived, rewriting the narrative from 'I fell into events' to 'I chose events'.

The group will collaborate with the Futures Board and cross association HR working group to ensure this campaign is pushed out to current and new employees, while relying on the Futures Board to help create assets to support the campaign.

AUDIENCE

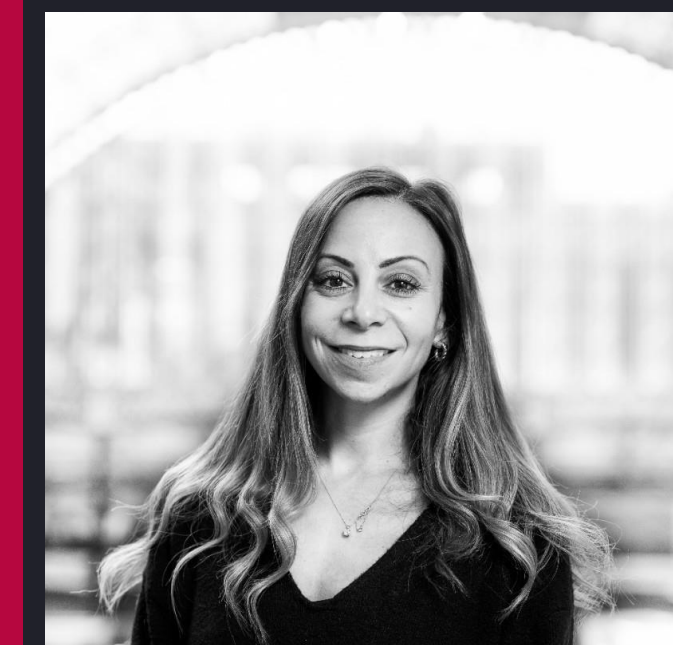
A collective of next generation business leaders at Director/Heads of Departments from all facets of the business.

FREQUENCY & LOCATION

- For the course of 2024, 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 member events and the AEO Conference.



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



**Vice Chair - Jessica Hockman -
Marketing Director - Informa
Markets**