

AEO DIGITAL GROUP

PURPOSE

The AEO's Digital Group aims to maximise the opportunities presented by digital technology and incorporate digital engagement into growth strategies for AEO members. We prioritise customer needs and strive to enhance the overall experience for exhibitors and visitors by harnessing the potential of digital across the event spectrum.

Our working group goal is to help members to use digital opportunities and technology to connect with audiences, even those who may not attend live events.

In our first meeting, we will identify objectives for 2023 and discuss topics including the strengths and weaknesses of digital events, data-driven connections, and long-term digital strategies for businesses.

After this initial discussion, we will share plans for accessible content to support AEO members in this area.

OBJECTIVES FOR 2023

The group will focus on digitalisation in 3 ways during 2023:

- Using digital for a 365 content marketing strategy and as a way to keep forefront of mind and brand engagement throughout the year. This is more about digital content providing marketing and brand value.
- Capitalising on existing digital assets and considering how they can (and/or if they should) be monetised for revenue-generation.
- Looking at monetising communities through membership models, and whether this is an approach that is suitable/effective/efficient for exhibition organisers.

AUDIENCE

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

Given the nature of the group's focus, senior marketing directors and operations directors may also gain benefit from attending on occasion

FREQUENCY & LOCATION

The group will meet quarterly in 2023 and this will be a mix of virtual and face-to-face meetings.



Chair
Alison Church – Chief Marketing Officer
Easyfairs



Vice Chair
Adam Parry – Co-Founder
Event Tech Live