

AEO FUTURES BOARD

PURPOSE

The Futures Board was set up in 2022 to give junior-mid management level members a chance to have their voices heard on poignant issues that affect the industry.

Their thoughts and feedback channel directly into the Development Board, who value their opinions and use them to influence the work of any current projects that they may be working on. This escalates into senior-level groups. Cited as “ones to watch”, this group is responsible for actioning projects set by the Development Board, acting as ambassadors for AEO and raising awareness of the association at their level within the workplace.

As the target audience of the AEO Forums and “Skills of tomorrow” programmes, they will be heavily leant on for content ideas and other ways to resolve common challenges faced by their peers.

OBJECTIVES FOR 2024

The Futures Board will continue to work closely with the AEO Development Board, by:

- Continue to support their #CHOOSEEVENTS campaign and ongoing talent agenda, sharing opinions on ways to retain talent, what matters to people at their level in the business and what attracted them to the industry.
- Increasing diversity at junior levels in the business, including on the Futures Board itself, supporting the actions of the DEI Group.
- Get in front of more senior groups to share ideas on how to improve business models and strategies.

AUDIENCE

Membership of this group is currently invite-only, with the majority of members having been nominated by the Development Board. However, the group is looking at creative ways to become more inclusive, attracting a more diverse range of people to join.

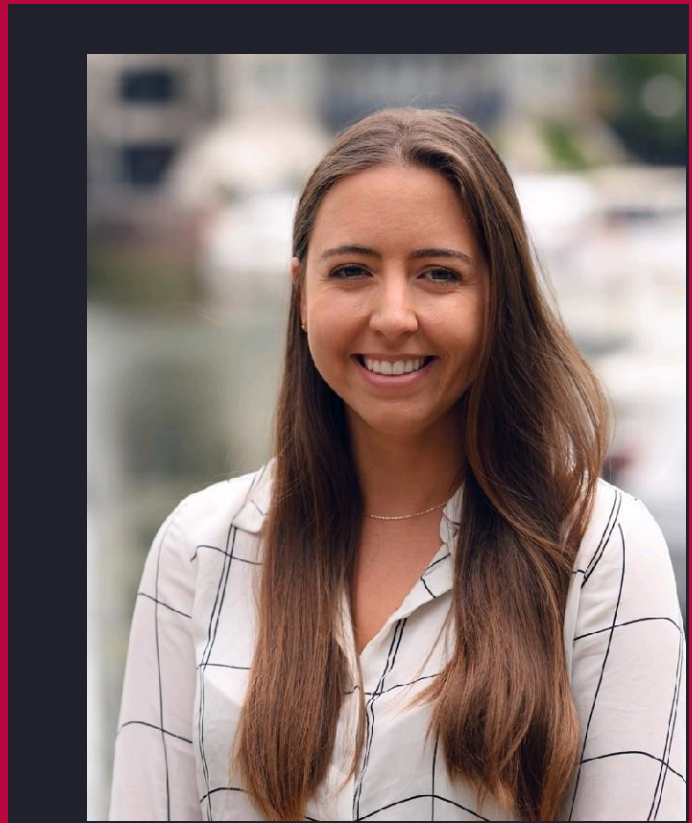
The group is targeted at younger people in the industry with a strong voice, who have been in their role for a minimum of a year. They are cited as future leaders.

FREQUENCY & LOCATION

The group meets approx. every 6 weeks.

They plan to hold one meeting a year that crosses over with AEO’s Development Board to ensure that their objectives align.

Meetings will be a combination of hybrid and face to face



Group Chair
Emma Lonsdale – Marketing Director, CONNECT



Group Vice Chair
Emily Juandoo – Event Manager, AMI