

# AEO MARKETING GROUP

## PURPOSE

The newly formed marketing group is tasked with representing the AEO's marketing community, from mid-level and above. Working Group members are responsible for capturing and defining member wants and needs within the areas of PR, content, marketing and communication, to express common issues, aims and practices that would be better shared, tackled and discussed as a collective.

Specifically, members of the Marketing Working Group share knowledge, and best practice to assist them in their day to day roles. In addition, and where necessary, they seek to create issue led statements or documents to assist them in relaying industry issues or messages to their customers.

## OBJECTIVES FOR 2023

The group are meeting for the first time in July where they will discuss their aims and objectives for the remainder of 2023, and looking ahead to 2024.

## AUDIENCE

This group is aimed at middle management (marketing manager or above) and above.

## 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.



**Group Chair – Chloe Monina –  
Head of Global Marketing–  
Trades Exhibitions**



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