

# AEO MARKETING GROUP

## PURPOSE

Formed in 2023, the AEO 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 to improve efficiency and grow their skillset within the marketing function.

## AUDIENCE

This group is aimed at middle management and above.

## OBJECTIVES FOR 2024

The group spent 2023 finding their purpose as a group and how they can positively impact other marketers within AEO membership.

In 2024, the group have set out to provide the following:

- Assist members in building their industry marketing network and personal brand by holding a marketing networking event for AEO members.
- Create a marketing resource hub hosted on the AEO member zone to include a directory of recommended MarTech platforms used across the industry.
- Build a series of AI case studies / webinars surrounding AI, to assist members in growing their knowledge and confidence using AI in their day to day functions.

## FREQUENCY & LOCATION

The group will meet quarterly in 2024 and this will be a mix of virtual and face-to-face meetings.



**Chair**  
**Chloe Monina – Marketing Director**  
**Trades Exhibitions**



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