

# AEO SALES DEVELOPMENT GROUP

## PURPOSE

The group is tasked with representing the AEO's sales community, at all levels within their career.

Its purpose is to help members of all organisation size, and their teams by giving them practical insights, networking opportunities, shared learning along with the tools to discover new approaches and techniques, with a view to increasing sales effectiveness, winning, and retaining more business and delivering a positive experience to customers.

We believe AEO members should recognise, that by investing in their sales force this will enable better win rates and retention for more business.

Retaining & attracting talent the industry is a key feature on their agenda, ensuring people understand the benefits and fruitful opportunities that a career in event sales presents.

## OBJECTIVES FOR 2023

The SDG would like to seek better representation from across the membership, so that a balanced perspective of the challenges sales teams face across both large and small organisers can be tackled and shared.

The post pandemic re-emergence of events is great. However, the political, economic, cost of living conditions bring new challenges. A common theme for 2023 will be around "building confidence in uncertainty". We will major on this at the start of 2023 at the AEO Forums and continue to address throughout the year. The landscape continues to evolve for sales teams; there are more stakeholders involved, longer decision making, and buyers must be more discerning with their budgets. As in previous years the group will look to address and provide resources to these challenges and share with its members. It will look to educate and encourage members on practical tips techniques through several outputs; round tables, webinars, and whitepapers to mention a few.

## AUDIENCE

This group is open to all members of the AEO with those who hold a position in a Senior Sales role, e.g., Sales Director, Event Director, Portfolio Director, Head of Sales etc.

They may invite "experts in their field" to attend if it benefits them in furthering their objectives.

## FREQUENCY & LOCATION

Meetings will take place quarterly, both face to face and virtually.

Face to face meetings will try and take place alongside relevant events that the SDG will have influenced content for, e.g., Confex and the AEO forums and Conference.



**Group Chair - Dan Dixon - Sales Director Exhibitions - WRBM**