

# AEO UK ORGANISER GROUP

## PURPOSE

To connect UK operating AEO events organisers, through roundtable discussions and events. Their responsibilities are to drive association policy and raise awareness of the importance and value of the sector with; Government, regulators and other associations that may not understand their value. They are also key in protecting the industry's future and growth, strengthening relationships with other industry stakeholders and exploring opportunities to grow venue stock. They do this by:

- Commissioning research to show size and scale of AEO member activity through SASiE and the Economic Impact Study.
- Proactively exploring ways in which to grow events, looking to other industries and each other for success stories and building on this.
- Driving change cohesively with venues and supply chain via meetings, networking opportunities and the annual UK CEO Summit.
- Lobbying Government to raise the profile of the sector and its economic impact, seeking recognition for business events as a key driver for trade.

## OBJECTIVES FOR 2023

The group's objective for 2023 is to build on the learnings of 2022, using the opportunity to not only recover the industry, but better it, looking at new initiatives to:

- Understand and improve the (exhibitor) customer journey, looking at solutions for automation and protection of our customers
- Continue the diversification of revenue streams, learning from each other about what is working digitally, multi channel opportunities etc.
- Improving our understanding of our ability to deliver and demonstrate meaningful ESG credentials
- Improve procurement and relationships with supply chain

An update from AEO's Chris Skeith on public affairs and the EIA manifesto at the start of each meeting. All meetings will include an 'idea share' and a sharing on 'pain points.'

## AUDIENCE

Membership of this group is by invitation only for members at senior level (CEO, MD and Portfolio Director), speakers from industry or other associations may be invited at the request of the group.

## FREQUENCY & LOCATION

- The Group will meet on four occasions in 2023, with an agreement to schedule in an adhoc meeting if a poignant matter is deemed necessary to do so.
- Two meetings will take place virtually and two face to face alongside the AEO Conference and annual UK CEO Summit.



**Group Chair - Mike Seaman**  
**CEO - Raccoon Media Group**



**Vice Chair – Nicole Cooper – MD -**  
**Touchpoint Live Media**