



Date: 12.01.23

Working Group:	Technology
Chair:	Dave Young (ICC Belfast)
Vice Chair:	Robert Bowell (NEC Group)

Long term Objectives

1 - To Improve visitor and exhibitor digital experiences via adopted technologies. Maximise the event experience by finding “creative space solutions”.
2 – Keep abreast of changing expectations from event venues, latest trends and how they can be adapted to our venues. Ensure that there is consistency in connecting and collaboration for a <ul style="list-style-type: none"> • Attendee (in person/hybrid) - augmented reality and artificial intelligence are expanding event possibilities • Workforce • Exhibitor/Supplier/Event Organiser Explore how to create a valuable experience, no matter where you are visiting/working from by adopting viable technology and how this affects company culture.
3 – Reporting tools: <ul style="list-style-type: none"> - Develop standardised data reports for events (e.g., visitor heat mapping) - Develop key technology KPIs for events and venues to report against - Develop/evolve guidance to venue tech where necessary (ad hoc production/eGuide content)
4 – Staffing: <ul style="list-style-type: none"> - Addressing the shortfall in talent and share methods of attraction and retention - Establishing links and connection with local education outlets - To promote the industry as a career opportunity
5 – Consistency: <ul style="list-style-type: none"> - Creating a consistent approach between venues with; terminology, documentation, and organiser expectation.



Short term Objective

1 – Meet quarterly in 2023 (three in person, one virtual) encouraging Organiser and Supplier presence.
2 - Future Tech – Explore technologies used by sister industries (Stadia/Travel/Outdoor/Live events) and current Association members are used to enhance event/attendee/workforce experience (e.g., 5G growth in-building, AI, AV, AR, VR). Support the combination of hybrid, virtual and in-person event types. This means having access to the latest technology and being able to help planners create high quality video content. This includes security technology – hardware/software.
3 – Continued evaluation of hybrid event solutions. Harness opportunities to measure engagement via an AEV annual report created by this working group. Engage university faculties who can help support with research into the value of hybrid / live.
4 – Collaborate with HR/DEI working groups to provide focus on retention and recruitment and the opportunity of apprenticeship placements.
5 – Establishing a knowledge sharing hub outside of the meetings for members to share ideas, documentation and feedback.

Strategy

1: Combine 1 meeting per year with the AEO’s Digital Engagement Group. The meeting will result with the assignment of research interests amongst the attendees to encourage participant ownership and engagement and be of benefit for all parties. Provide opportunity for working group members to represent at industry tech events and provide content in industry publications.
2: Invite speaker opportunities from ESSA and AEO members and collaboration/cross over with other Association working groups. Group visit to technology advanced event spaces. Identify and explore viable partnership opportunities with suppliers/industry press/tech event organisers to help gain understanding, direction, and implementation of upcoming/latest technologies.
3: Explore with appropriate AEO/AEV/ESSA working group the benefits of venue technology data being reported in post-show reports. Utilise and enhance the existing relationship with AEV Academic Associates to gain access or creation of research papers on subjects the group identifies as being relevant to our industry and direction.
4: Explore apprenticeship providers (e.g., QA Education) and existing member relationships with universities/higher education establishments to promote the benefits of working in and career opportunities within the event industry (venues, organisers and suppliers)



Meeting Agenda Schedule (skeleton)

Meeting Dates	Skeleton Agenda
20 th February (SEC, Glasgow)	<ul style="list-style-type: none">• 2023 Objectives – discussion and amends• Academic research opportunities
23 rd May (NEC)	<ul style="list-style-type: none">• Joint meeting with AEO Digital Engagement Group
26 th September	tbc
16 th November (ExCeL London)	<ul style="list-style-type: none">• Review of 2023• 2024 Objective suggestions