



# MARKETING AND COMMUNICATION

## PURPOSE

Working Group members are responsible for capturing and defining member wants and needs within the areas of PR, 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 & Communications 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.

## OBJECTIVE

TBC

## PARTICIPATION

Membership of this group is open to all AEV members plus a selection of other organisations and individuals recommended by the group. It is aimed at attracting those within a marketing and communication role working for event venues.

## FREQUENCY & LOCATION

For the course of 2021, the group are going to meet monthly and reviewed as the pandemic guidance evolves. This is to support the group's strategy and prepare for the reopening of events from Q2 onwards.

Gatherings are to be held virtually with the intention to meet face to face at a UK venue location TBD for a full day of collaboration.

**Kate Simpson**  
**Group Chair**  
Marketing and  
communication Director  
**Business Design**  
Centre

