



# VENUE STRATEGY

## PURPOSE

The group will focus on building and sharing a knowledge base in planning, with particular reference to rebuilding the industry post-covid. The aim is to raise awareness of long-term thinking at all levels and produce guidance and advice on developing relevant venue strategies.

## OBJECTIVE

Working group members are responsible for capturing and defining member wants and needs within their venues. This includes, but is not limited to, sharing information on systems, processes, and legislation to help members improve their efficiency and operational duties.

It should be noted the group will not discuss commercial arrangements with each other, organisers, or suppliers.

Responsible for identifying and discussing the challenges faced by the venue leadership teams, looking for informed, collaborative and progressive solutions.

## PARTICIPATION

Open to all members in senior operation/leadership roles.

## FREQUENCY & LOCATION

Monthly meetings via zoom with opportunities to meet in person and to deliver live and virtual educational content, panels, debates and conference sessions to AEV members.

**Anna Clover**  
**Chair**  
Executive Director of  
Event Management and  
Guest Experience  
ExCeL London



**Neil Chandler**  
**Vice Chair**  
Venue Operations  
Director  
QEII Centre

