

AEO – Events Working Group



Purpose

- The principle of this working group is to conceive and develop ideas that contribute to the look, feel and content of AEO's many events so that members continue to learn and be engaged. This leads to producing enriching content that appeals to different age groups and professional levels, aiding learning with events that are CPD accredited.
- There are currently 4 key events run annually, including the AEO Awards, AEO Conference, AEO Forums and the CEO Summit. The Awards is a celebration for the industry – giving those across membership and externally a chance to come together and recognise the achievements of the events sector.

Audience

- This group is for individuals at Director level and above, from all facets of the business. This helps keep the events fresh, as different individuals can bring innovative ideas to the table based on past experiences.

Frequency and Location

- Meetings occur on a quarterly basis – although additional meetings may be arranged on an issue led basis. An annual calendar of meetings is to be circulated in January in advance of new fiscal year.
- Gatherings are held at varying locations across the UK

Strategic Aims

- To provide a channel for relaying business critical issues and opportunities raised in AEO working groups.
- To drive revenue that is then reinvested to fuel products and services for members.
- To change 20% of each event on an annual basis – ensuring that content is kept relevant and continues to appeal to attendees.