

AEO – Talent Working Group



Purpose

- This working group is tasked with representing the AEO's talent pillar on behalf of those across the membership. It's overarching strategy is to ensure that events is viewed as a first career choice for those external to the industry who may be seeking first time employment, or a career change. Using their professional insight, group members collaborate to build strong resources that members can utilise to help portray events as a lifestyle choice. They have a duty to channel members towards using the AEO jobs board and future Talent Resource Hub to support their recruiting needs.
- Key areas of focus are to develop the AEO Salary Survey, identifying where the events industry benchmarks against others and pull out positive messages that will aid in the attraction and retention of potential employees. Furthermore, members are responsible for tackling issues, such as diversity and retaining women in the workplace – doing all they can to guarantee that the industry is a fair employer that people will champion working for.

Audience

- This group is for individuals at Director/Senior Management level, but from all facets of the business to ascertain the needs of individual departments. Members of HR are also encouraged to attend from a recruitment and process perspective.

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

- Attracting inspiring talent to the industry, by collaborating to compile strong resources that members can use to appeal to target candidates.
- Assessing applicants to ensure that they are a good fit for the industry and reviewing where they may be best placed, potentially using psychometric testing.
- Retaining staff by utilising the salary survey to identify areas that matter most to employees and aiming to see an improvement of 30% on retention by 2020.