



**For immediate release: Friday 14<sup>th</sup> September**

**AEO invests in Leaders of Tomorrow**  
*Talent Working Group launches LOT Training Programme*

The AEO Talent Working Group is launching a free online training programme for sales, marketing and ops professionals within AEO membership. The series of webinars starts from the 5<sup>th</sup> October 2018 and will initially run until 15<sup>th</sup> February 2019.

The Leaders of Tomorrow (LOT) training is a specialist programme devised by experienced trainers for event execs and managers. The sessions have been developed to support and inspire the three different, but vital, functions that work together to deliver a successful event.

The LOT training will launch with an 'Email Marketing' webinar on 5<sup>th</sup> October delivered by Marilyn Jarman from Espresso Marketing. The next session on 12<sup>th</sup> October will cover time management for operations teams and will be led by Lou Kiwanuka from OpsShaper. The first sales webinar 'Developing a System' is on the 19<sup>th</sup> October with Chris Ginnelly, MD of the UK Sandler Training branch.

Alison Willis, Chair of the Talent Working Group says: "The AEO Talent Working Group has introduced this training programme to support Leaders of Tomorrow within AEO membership. The trainers have been carefully selected by the AEO to ensure they can offer expertise in the role as well as an understanding of the events industry. They have each developed training content in close consultation with senior industry marketing, operations and sales professionals to suit the needs of their teams. With three exceptional trainers on board, I'm really excited to see how rising stars in the industry will translate what they learn into their daily roles."

**More about the trainers**

Sales trainer, Chris Ginnelly, helps his clients develop top-level sales and customer service cultures by combining his own personal experiences with the Sandler methodologies. Passionate about what he does, Chris has helped businesses and teams through significant change to improve the way they work. Chris is offering free access to the Sandler Online Training portal for all AEO Members who attend the sales training webinars.

Marilyn Jarman will lead the marketing training. Marilyn was previously marketing manager for the BBC Good Food Show. In 2009, she was promoted to head of marketing for the BBC portfolio as well as a number of consumer and trade shows such as Autosport International and Clothes Show Live.

Finally, with over 20 years of experience in the events world, Lou Kiwanuka is owner and founder of award winning EventShaper and she's run some of the largest and technically challenging events in the industry as well as recently starting up her new business OpsShaper.

Chris Skeith, chief executive of AEO, says: "The AEO Talent Working Group has made a fantastic leap forward in launching the Leaders of Tomorrow training for event organisers. We're making great progress in introducing programmes to meet all three industry-wide objectives we set last year - to attract, assess and retain talent. Our initial priority is to make sure that the talent we already have has the support, guidance and motivation to be able to succeed and be proud to work in this amazing industry.

"The group is also working on a campaign to promote the events industry as the exciting career choice that it is. Our quest is to increase the pool of talent that's made a conscious decision that the events industry is something they want to be part of. We know how great it is and we want others to know that too."

Further information about the LOT training programme can be found on the Talent Hub of the AEO website. Registration links for the webinars will be released in AEO member communications.

To find out further information about the AEO please visit the website [www.aeo.org.uk](http://www.aeo.org.uk) and follow us on Twitter @aeonews

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**For further information please contact:**

Jenni Jaques, Marketing Director  
Association of Event Organisers (AEO)  
119 High Street, Berkhamsted, Herts, HP4 2DJ  
Tel: 01442 285814  
email: [jenni@aeo.org.uk](mailto:jenni@aeo.org.uk)

===NOTES TO EDITORS===

**About Association of Event Organisers (AEO)**

Association of Event Organisers (AEO) is the trade body representing companies, which conceive, create, develop or manage trade and consumer events. It is run by its members for the benefit of its members through an elected council of representatives, specialist working groups and a fulltime secretariat.

Our aim is to be the voice of the event organising industry, to serve the collective needs of event organisers and to promote the interests of our members and the industry at large. AEO membership enables organisers to work with members of its sister organisations, Association of Event Venues (AEV) and Event Supplier and Services Association (ESSA).

For more information please visit [www.aeo.org.uk](http://www.aeo.org.uk).