

## **AGES Board Meeting**

**9 September 2025**

The AGES Board met in September 2025 for a preparation session focused on strategic priorities ahead of the next phase of development for the Association. Discussions centred on the evolution of AGES Connect, membership structure, communication tools, and preparations for upcoming events.

### **Digital Platform and Website Development**

The Board reviewed progress on AGES Connect and the broader digital ecosystem. Discussions focused on improving onboarding, usability, and clarity of access for different audiences. The platform is positioned as a central hub for members, supporting engagement, information sharing, and access to AGES resources. Updates were also reviewed regarding website structure and navigation, with the aim of improving clarity for organisers, members, and partners, and reinforcing AGES' positioning within the international event community.

### **Membership Structure and Community Growth**

The Board discussed the ongoing reflection around AGES membership categories, ensuring they remain inclusive while reflecting the diversity of organisations and profiles within the global event ecosystem. These discussions form part of a longer-term process, with further consultation planned before any formal evolution is presented to Members.

### **Partnerships and External Engagement**

The Board reviewed approaches to strengthening partnerships and international collaboration. These initiatives are intended to support AGES visibility, reinforce relationships with key stakeholders, and contribute to knowledge exchange across the industry.

## **Financial Oversight and Governance Preparation**

An update was shared on governance preparation and reporting processes, ensuring transparency and alignment with best practice. These measures support the Association's long-term sustainability and effective decision-making.

## **AGES Annual Event 2026 - Munich**

Early planning for the AGES Annual Event 2026 in Munich was discussed, including initial reflections on programme direction and engagement opportunities. The Board confirmed the importance of positioning the event as a key moment for dialogue, learning, and community connection.

## **Looking Ahead**

The Board reaffirmed its focus on strengthening member engagement, advancing digital tools, supporting education and knowledge sharing, and ensuring clear communication across the AGES community as preparations continued into the 2026 cycle.