



The ASOIF Commercial Advisory Group (CAG)

Specific Terms of Reference

The CAG advises the ASOIF Council and the Executive Director on commercial and marketing issues.

Objectives

The objectives of the CAG are to:

- Provide expert advice on commercial and marketing issues to the ASOIF Council and the Executive Director;
- Discuss current commercial and marketing issues generally affecting the ASOIF Members and react appropriately to opportunities and threats that may arise;
- Lead or co-lead workshops on commercial, marketing, event hosting, revenue generation and other related matters that are of interest to the ASOIF Members;
- Conduct studies on issues of a commercial and marketing nature which may affect the interests of the ASOIF Members; and
- Perform any other tasks of a commercial nature entrusted to it by the ASOIF Council or the Executive Director.