

DATA BY RGA: REACHING OUT TO MEETINGS INDUSTRY BUYERS

Since 1990, RGA are the UK's No. 1 producer of specialised data, tele-marketing and mailshot despatch centre for the UK's Meetings & events Industry.

Correctly targeted, up-to-date data is integral to the success of any marketing campaign.

ADDRESS

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MAKE IT YOURS: VENUE SHOWCASE

RGA set-up and manage "white label" marketing campaigns, generating sales leads and showround appointments / RFP with key industry buyers for your venue's sales team to action.

Each Showcase we manage is a bespoke event.

Contact our office 0845 605 2303 / +44 (0)1993 822303 and we'll prepare a quotation to meet your budget.

HOW WE MANAGE YOUR SHOWCASE EVENT



DATA BY RGA

Build target audiences using RGA's specialized data of meeting and event organisers. Also, including data from venue's CRM system.



REACHING THE AUDIENCE

Invitations and personalised letter by post. Followed-up with a digital campaign and Eventbrite registration form collecting online appointments.



BOOKING APPOINTMENTS

RGA's telemarketing team speak to contacts not responded to book appointments. Confirmation and meeting instructions sent by RGA to all attendees.

MAKE IT YOURS

RGA's White Label marketing campaigns; helping meeting venues & services deliver a broader range of services.

- **GET THE EXACT RESULTS YOU WANT**

RGA campaign teams have domain knowledge of the hospitality industry. Prospecting and building new business leads is their speciality.

- **BUILD AWARENESS**

Identifying key industry decision makers and introducing buyers to your brand.

RGA: easy to work with and produce genuine leads

- Hertfordshire Country House -