

# Client Prospecting Centre by RGA

We research and provide targeted data that identifies clients you'll want to engage with.

We generate business for hospitality & MiCE venues / build visitor attendance to conferences, exhibitions and product launches.



## What makes you special?

Your business will not be the only one knocking on the door of your prospects. Define what makes you different from your competitors / why visitors should use your venue or attend your event. RGA help develop a strategic approach so you engage with prospective corporate clients and event / exhibition visitors.



## It must be good data!

GDPR compliant and correctly targeted data for your prospect list, is integral to the success of any campaign. Valuable time and resources are saved when working with accurate data. And, remember! *Data is worthless unless it is correctly validated.*



## Engaging marketing tools?

Marketing and sales material and channels should be current and relevant to the campaign. Following-up calls with appropriate collateral and reach will increase chances of success.

# RGA will work for you

## Why choose RGA as your marketing partner?

- **Lead Generation** - RGA teams work to strict criteria set out by “the client” and use a specific solution prospecting approach.
- **Focus Campaigns** - Sector and proposition focused campaigns are regularly delivered, with tailored messaging and sales enablement.
- **Database Build and Qualification** - Prospect databases cleaned for GDPR compliance, profiled and enhanced by our research team.
- **Inbound Web Lead Processing** - Inbound leads from multiple digital channels can be processed and managed by our team.
- **Event Marketing** - Engage high value attendees through an integrated campaign using email, social media and telemarketing to realize your event’s full potential.
- **RSVP Management** - RGA contact pre-registered visitors and re-confirm attendance, promote the value of seminars and conferences at the event and the benefits of attending the exhibition/event/showcase.
- **Outsource Teams** – Help minimize overheads, fill in at short notice, flexible and ready to jumpstart your sales process.

## RGA Adding Value

### Why choose RGA as your marketing partner?

Specialised research & telemarketing centre for the MiCE & Hospitality Industry, working with a variety of hospitality venues & destinations to drive a high volume of quality leads to their sales team.

We also work with conferences, seminars, trade shows, exhibitions, awards ceremonies, galas, webinars and workshops.

### We’re flexible...

RGA can integrate with multi-channel programmes, supplementing digital and social media activity by targeting the most strategically important attendees to maximize event ROI.

**If your venue / event needs to maximize growth**

**[Contact Us](#) to find out how we can help**

# Telemarketing Costs

<p><b>Contact Validation</b></p> <p>from Data that includes telephone numbers add new/additional contact</p>	<p>from <b>£1.75</b> per record</p>
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<p><b>Additional Contact Validation &amp; Interview</b></p> <p><i>Suggested Questions: preferred location - type of events - environmental policy</i></p>	<p>from <b>25p</b> per question</p>
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<p><b>Input Data to spreadsheet:</b></p> <p><i>from hard copy</i></p>	<p>from <b>75p</b> per entry</p>
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<p><b>Research missing company phone numbers &amp; addresses</b></p>	<p>from <b>75p</b> per record</p>
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**Script Set-up £50**

# CASE STUDIES – overview



## The Meetings Show

Commissioned by leading industry exhibition to merge several spreadsheets, refine contact data and identify key MiCE buyers. RGA worked alongside the show's marketing department to manage a 40,000+ database. Key contacts were telephoned by RGA telemarketing team to re-establish invitation and determine attendance. 2019, additional target regions were identified, data acquired by RGA researched and telephoned to identify potential attendees and expand the show's database and attendance.



## Spanish Tourist Office, London

Research project to produce annual publication of UK Tour Operators to Spain. Details of holiday activities, specific regions/destinations. Publication available to UK's leisure holidaymakers.



## European Tourist Office, London

Study to determine interest/consequence of hosting events in major cities throughout Europe. Research generated by direct telephone communication and interviews with corporate, association and agency buyers. Study was made available by NTO to local MICE venues and service providers.



## Midlands Hotel & Conference Centre Showcase Event

White Label Project: (using RGA data): to generate showround appointment for sales team. Created and despatched email invitations – follow-up telephone – set-up Eventbrite registration form – calendar appointment for sales team – “final check” call to attendees.



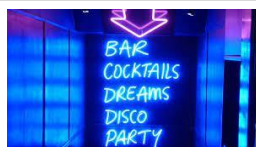
## UK Premier Country House Estates and Golf Club

MICE database creation, training and maintenance for direct marketing and telemarketing campaigns. Updated existing CRM data and identify new business. Data used for business generation, mailshot questionnaire and email promotions.



## Far East Tourist Office

Identified key event buyers, managed guest list and provided telemarketing support for showcase event held in the ballroom of perhaps London's most famous hotel. A unique evening with an esteemed guest list from the UK's travel and meetings industry.



## London Premier Nite Club Group

Promotional programme in major UK cities presenting Nite Club chain to 1000 local businesses and introducing special themed entertainment, restaurant and meeting facilities.

answers to some of the questions we're frequently asked:

**Q: How often is your data updated?**

A: Our research department is constantly updating the data; cleaning records daily on a rolling basis. Contact with companies is by telephone and digital. Our databases are updated circa six to twelve months.

**Q: How do you source the companies?**

A: We research the leading companies in the UK and those relevant to the meetings & hospitality industries / business travel. Originally, we sourced the information from the industry association or regulatory board. Our research centre operates selection procedures identifying the UK's leading industry buyers.

**Q: How do you identify a corporate buyer?**

A: Our research department telephones each company to determine the individual responsible for organising conferences, meetings, events, hospitality and business travel.

**Q: Exactly what data does RGA's databases provide?**

A: DATA by RGA, fields included: name of the contact, job title, company, address, telephone, email address (approx. 95%) and type of communication preference. We also include (as we understand they organise events) a small number of companies who will not release names of individuals, due to their company policy. Email addresses are those given to us by the company.

**Q: Can we use an RGA database in the new GDPR era?**

A: YES, as described on Recital 47 EU GDPR (Regulation (EU) 2016/679):

*"The processing of personal data for direct marketing purposes may be regarded as carried out for a legitimate interest."*

RGA's inhouse research team speak to each company / individual to obtain consent / legitimate interest for processing their personal data, and, advising them, that it will only be used for direct marketing purposes from MiCE Venues / Business Travel Services using DATA by RGA.

**Q: How long can we use your datalist?**

A: RGA UK Ltd are the owners of the data (© RGA UK Ltd, 2022), trading as DATA by RGA. The data is supplied to, the User, on the agreement that the data license is available with unlimited single site/brand use for one year and, that it must only be used for direct marketing from MiCE / Business Travel venues & service providers. Multi-site/brand options are available at a very reasonable price. After one year, the User must either: stop using the data and remove from all company systems or refresh the user license. All RGA databases are seeded so we can monitor when, how and by whom the data is being used. Misuse of RGA data is taken very seriously and action may ensue.

**Q: Will you select data to my specific criteria?**

A: Yes, we can select data using geographical, job title and email address search filters. These will cost a little more than our "off-the-shelf" lists.

**Q: Can we use your telemarketing centre to update our CRM lists and databases?**

A: Yes, our research department and tele-marketing teams are available to help update and review data for GDPR compliance, enhance the information, prospect for new business, generate leads and research the market using your existing data. We are here to help you to achieve a higher level of "ROI" from the data you already have available.

# General Terms & Conditions

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*General Terms and Conditions of Business: License of Proprietary Data, Data Rental, Telemarketing, Email Marketing, List Formation, Direct Mail.*

This Agreement is governed by English Law and You agree to submit to the exclusive jurisdiction of the English Courts in respect of any dispute arising. By using RGA UK Ltd products/services you are deemed to have accepted the terms and conditions below. Credit Terms may be offered (references may be required). Payment terms are strictly 30 days from the date of invoice. Automatic account hold will be applied on the last day of the month to all accounts with overdue balances. Discounts and Offers are subject to strict payment terms as advised on the invoice. In the event of credit terms being abused, delivery of goods may be restricted, and credit facilities may be withdrawn at the discretion of the company and without notice. The company reserve the right to charge interest on overdue accounts at the rate of 3% per calendar month from the due date of payment to the receipt of payment. All prices exclude V.A.T. unless specifically indicated otherwise.

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**Meeting & Hospitality Marketing**  
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