



*New era direct marketing for the UK
meetings and events industry*

UK's No 1 producer of

DATABASES,

TELEMARKETING &

DIRECT MAIL SERVICES

generating leads for

meeting, venues, destinations & services

TARGETING

corporate, association conference, meeting, & event planners,

event management agencies.

AND, Business Travel

BUYERS

A unique
source of DATA
and
direct marketing services
that
GENERATE
LEADS
from
Corporate Meeting,
Event *and*
TRAVEL BUYERS
IN
top UK
corporations,
associations &
EVENT AGENCIES

RGA produce a range of GDPR compliant proprietary databases identifying contact details of key individuals responsible for organising meeting and events, corporate hospitality, incentive travel programmes and business travel, on behalf of their company. These individuals are involved with selecting the venues, organising travel arrangements and overseeing arrangements for the company. RGA's contact databases are categorised by job title, industry sector or geographically to assist your precise marketing plan. RGA also produce the most comprehensive database of Event Management Agencies available in the UK.

RGA partner with leading B2B lists providers which enables us to create a "Super List" for your mailshot despatch. RGA's Mail Centre will manage and despatch all your mailshot needs both nationally and or internationally (using either our data and/or data supplied by you): newsletters, brochures, fliers, including personalised letters, if required.

E-marketing - RGA's email broadcast service delivers your e-message to the "in-box" of '000's of meeting buyers in the UK and internationally, so key buyers receive your message instantly!

RGA Telemarketing Centre - specialists in communicating with business meeting, conference, event, tourism and travel buyers.

RGA UK Ltd – Meeting, Event & Business Travel Buyers Databases, Direct Mail Management, Database Management, Telemarketing Centre, Direct Marketing Consultancy, providing a unique "one-stop-service" generating leads and delivering your message directly into the hands of potential new clients from the corporate events, tourism & hospitality sector.

RGA, data driven marketing
SYNERGY



MiCE Data, Telemarketing, Direct Marketing by RGA UK LTD

RGA Studio, The Wine Warehouse, Witney Road, Standlake Oxfordshire OX29 7PR
0845 605 2303 / +44 (0)1993 835240 info@rgauktd.co.uk www.rgauktd.co.uk

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Databases by RGA



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DIRECT MAIL SHOP

Email Broadcast

MiCE buyers from our targeted databases

Email 8500 top UK MiCE Buyers • £550 +vat

split the data into corporations & agents:

7300 Corporate & Association Event Organisers • £450 +vat

1200 UK Event Agents • £250 +vat

DESPATCH INCLUDES:

1. email data merge
2. set-up & despatch
3. read receipt report
4. *one-time rental of email database

send us your copy / html flier ...we'll do the rest!

** data is NOT supplied*



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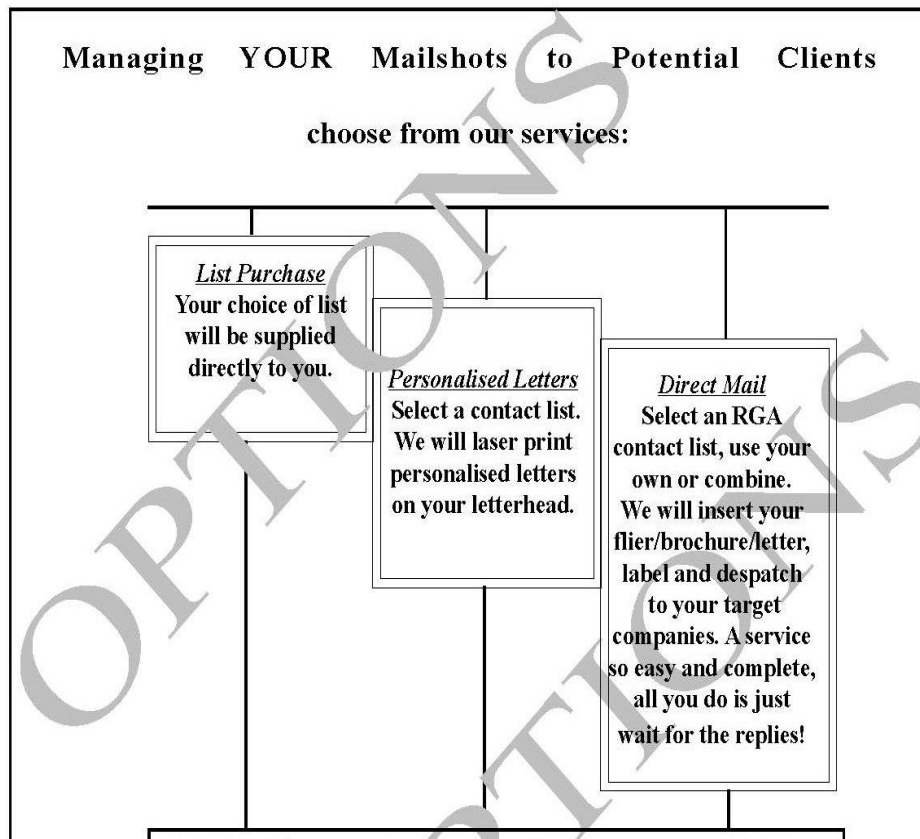
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Mailshot Management

Is your team's time best spent filling envelopes!

RGA's team will take the strain and manage the whole mailshots despatch process leaving your team less stressed and with enough time (and energy!) to,

follow-up the leads...



Direct Mail Despatch

RGA, a reliable team who have despatched mailshots for over 25 years

Our team manage campaigns on your behalf

<p>Laser printed personalised letters <i>includes: set-up, laser printing and electronic signature</i></p>	<p>from 8p each</p>
<p>Mailshot fulfilment</p>	<p>from 7p each</p>
<p>Data merge and laser printing address labels</p>	<p>£30 per 1000</p>
<p>Postage – normal postage rates apply <i>greatly reduced rates apply to bulk mailing</i></p>	<p><i>Postage is an additional cost</i></p>
<p>Create an immediate impact with our display envelopes, add your LOGO / IMAGE and strap line. <i>available at very competitive prices</i></p>	



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Telemarketing Centre

Our role is to have meaningful conversations with the people you want to do business with.

It's about building trust and relationships with your potential clients.



What's makes you special?

Your business won't be the only one knocking on the door of your prospects. Start by defining what makes you different from your competitors. Developing a strategic approach when engaging prospects is key.



Up-to-date contacts?

Having correctly targeted and most up-to-date data available for the prospect list is integral to the success of any campaign. Valuable time is saved when working with the right data. And, remember! Data is worthless unless it is correctly validated.



Engaging marketing tools?

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



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Telemarketing Costs

*Basic Telephone Validation Data which include telephone numbers	<i>from</i> £1.20 per record
Additional Data Validation & Interview booking location - number of events organized - average delegate numbers - selection tools	<i>from</i> 15p per question
Input Data to spreadsheet: <i>from hard copy</i>	<i>from</i> 50p per entry
Research missing phone number & addresses	<i>from</i> 50p per record
Script Set-up £50	



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RGA, data driven marketing SYNERGY

From discussing your project to the **interpretation** of results, RGA's experienced team advise meeting venues, and services on the strategy to **achieve best performance** in an aggressive marketplace, using RGA's data and targeted direct marketing tools to:

- Building a strong brand identity
- Process, systems and databases
- Turning market knowledge into strategic action
- Key client identification & conversion
- Engaging with your target audience



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Database: Order Form

Off-the-Shelf Range of Event Organisers Data	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Event Universe (all records)	9,500	£1040	
Event Buyers Universe "lite" (all corps & assocs only)	8000	£880	
RGA Email Network (corps, assocs & agents with emails)	9000	£990	
Email Network "lite" (all corps & assocs with emails)	8000	£880	
London Buyers Email Network (corps, assocs & agents with emails)	3000	£570	
THE ELITE BUYERS, 2019 Edition (top corps & assocs buyers)	5500	£699	
Business Travel Buyers in Top UK Corporations	3000	£570	
Business Travel Buyers in London Corporations	1000	£205	
Event Organiser by Industry Sector	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Top 650 UK Companies	650	£130	
Associations & Trade Unions	1300	£265	
Corporate Professionals	600	£120	
Pharmaceutical, Health & Cosmetic Companies	550	£110	
Banks & Financial Services	600	£120	
Media, Film & PR Companies	500	£100	
IT, Net & Telecom Companies	600	£120	
Insurance Industry	200	£50	
Motor & Transport Industry	350	£70	
FMCG & Retail	700	£140	
Property, Construction & Utilities	500	£100	
Embassies and International / UK Trade Offices	200	£50	
International Companies in UK	400	£80	
Miscellaneous Sectors	900	£180	
UK Event Bookers - Worldwide	450	£90	
by Job Title (sourced from industry sector above)	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Top UK Corporate Event Officers	1600	£330	
P.A's, Executive Secretaries and Office Managers	1600	£330	
HR, Personnel Officers & Training	800	£160	
Sales & Marketing Officers	2000	£410	



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by Region (sourced from data above)	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
Leading London Corporations	3000	£570	
Leading London & M25 Corridor Corporations	3750	£675	
Leading Home Counties Corporations	1500	£305	
Leading M4 Corridor Corporations	1000	£205	
Leading M1 Corridor Corporations	850	£170	
Leading M5/M6 Corridor Corporations	700	£140	
Leading Midlands & Welsh Corporations	1250	£255	
Leading Northern Corporations	1250	£255	
Leading Southern Corporations	500	£100	
Leading Scottish Corporations	300	£60	

Event Management Agencies	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
UK Event Agents	1300	£265	
London Event Agents	850	£170	
RGA Top 200 Event Agents	200	£50	

DELIVERY INCLUDED: DATA SUPPLIED BY EMAIL IN SPREADSHEET FORMAT

Special Sortation: select a set of data targeted to the specific needs of your marketing campaign, we can provide you with a special sortation from our event buyer's database, either by region or industry. This service is available at 25p per record, minimum order 200 records @ £50 +vat

Printed Address Labels – telephone for details 0845 605 2303 / +44 (0)1993 822303

Exact record numbers may vary slightly due to our updating process and prices will be adjusted accordingly. A small percentage of records do not contain contact name/email address as it would breach that company's policy to release a named individual. However, we include the company and department contact details, as we believe them to be appropriate to the Meetings Industry.

Name		
Position		
Email		
Company		
Address		
Tel		
Authorisation / PO Ref		
Tel		Date

Prices are subject to VAT @ 20%
Prices subject to change without prior notification

RG A MiCE Data, Telemarketing, Direct Marketing by RGA UK LTD

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FAQ's

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

Q: Can we use an RGA database after GDPR, May 2018?

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 based in Oxfordshire speak to each company / individual / colleague to obtain consent / legitimate Interest validation for processing personal data, and, advising that it will only be used for direct marketing purposes from MiCE Venues/Business Travel Services using DATA by RGA.

Q: How often is your data updated?

A: Our research department is constantly updating the data; they clean records daily on a rolling basis. All our contact with companies is by telephone. Our databases are updated circa six months.

Q: How do you source the companies?

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

Q: How do you identify a corporate buyer?

A: Our research department telephones the 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 provide: name of the contact, job title, company, address, telephone, email address (approx. 95%) and type of contact preference. We also include (as we understand they organise events) a small number of companies who will not release names of individuals, as it's against their company policy. Email addresses are those that have been given to us by the company.

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A: YES, as described on Recital 47 EU GDPR (Regulation (EU) 2016/679):
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Q: How long can we use your datalist?

A: RGA UK Ltd are the owners of the data (© RGA UK Ltd, 2021), trading as DATA by RGA. The data is supplied to, the User, on the agreement that the data 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.

Q: Will you select data to my specific criteria?

A: Yes, we can select data using postcode, county 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.



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TERMS & CONDITIONS AVAILABLE ON OUR [WEBSITE](#):

GENERAL

Individuals have a right under the Data Protection Act 1998 to obtain information from us, including a description of the data that we hold on you. Should you have any queries concerning the data we hold or wish to change your preferences, please contact RGA UK Ltd, RGA Studio, The Wine Warehouse, Witney Road, Standlake, Oxfordshire. OX29 7PR or email admin@rgaukltd.co.uk

RGA UK Ltd registered in England & Wales 3902620
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VAT registration 718 3350 41
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Should you wish to make a complaint, please contact The Information Commissioners Office:
www.ico.org.uk



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