



MiCE Marketing: Must-Know Tips by RGA

As the MiCE market start to heat up, these tips will get your venue in front of key buyers.

1. **Identify the target audience:** Determine the characteristics of the key UK meeting planners you want to target, such as their job titles, companies they work for, industry sectors, and geographic locations.
2. **Build a database:** Create a database of potential prospects using publicly available sources, such as industry associations, trade publications, social media, and event registration lists.
3. **Segment the database:** Segment the database based on various criteria such as company size, job title, and location to enable targeted messaging.
4. **Develop a messaging strategy:** Craft compelling messaging that addresses the specific pain points and needs of the target audience. Highlight the unique value proposition of your products or services.
5. **Leverage multiple channels:** Use a multi-channel approach to reach the target audience. Consider email marketing, social media, webinars, trade shows, and other events to engage with the target audience.
6. **Measure and refine:** Track the performance of your marketing campaigns and refine your strategy based on the results. Use analytics to gain insights into what's working and what's not.

RGA CAN HELP

Providing segmented, [targeted data](#) and analytical services so you can follow these steps; effectively target key UK meeting planners and increasing your chances of converting them into customers.

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