



Autus  
Data Services

# Eventdata

Ensuring you invite  
the right people

## Background

It can be really tough to get enough of the right people to events, particularly if you are relying on data that wasn't very good in the first place and hasn't been maintained since.



## How it works

Unlock the power of precision with our Augmented FCA Data, tailored to redefine your event strategy.

Simply tell us the location(s), the distance you think people will travel and your target contact's characteristics and you will get a personally curated list showing all the venues in their locality and highlighting the nearest one.

Where a firm has a single registered address but staff work across the country we know where each one is meaning you invite people to their nearest actual location and not people in York to London events, those in Birmingham to Edinburgh, etc

Whether it's seminars, workshops, roadshows, training events, awards ceremonies or fireside chats our tailored lists ensure maximum engagement and attendance.

## Features

There are over 74,000 firms and 220,000 individuals on the FCA Data and whether you are running a single event or series you can invite exactly the right people based on their characteristics:

- *Type of firm (segment)*
- *Role and seniority of the individual*
- *Where they are based, not just where the office is registered*
- *What products they advise on*
- *How long they have been in the industry or at the current Firm*
- *Membership of specific networks*
- *Membership of Professional Bodies*
- *Sales percentile ranking by AUM*

## Benefits

- *Invite the right people to the right event*
- *Better attendance rates*
- *Reduced unsubscribes*
- *More successful events*



## Pricing

From £2,000 dependent on data volumes and number of events.

For more information please email  
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