



DATA & INSIGHT

The aim of meetings and events activity is to connect people and change behaviour. The critical foundation of that process is data. Businesses need to harness that data, identify patterns, inform decisions and improve performance.

Large organisations who operate meetings and events at scale need data insight in order to increase return - return on investment, return on objectives and return on events.

From the smallest meeting to the largest convention, every detail counts. Our longstanding relationships have enabled us to develop the tools and processes to create a comprehensive advisory service, challenging our clients to innovate and improve their performance.

World Leader in Advertising & Marketing Services

Blended quantitative and qualitative research on meeting volumes, spend, supplier and partners to identify £150m of spend. Identified opportunities to **create savings of over 20%**.

Multinational Professional Services Firm

Insight provided drove decision to adopt a centralised registration solution. Visibility of activity in one place improves compliance, minimises risk and captures spend. Resultant data **informs strategic purchasing decisions**.

Multinational Professional Services Firm

Analysis of existing data set and optimisation of Management Information drives optimal use of space and trend analysis for Talent Academy Venues. Directly led to a **cost-neutral service**.

Interbank Financial Telecommunications

Managed over 4,800 guest payments, over €14m in fees, and complete attendance, movement and accommodation data into **one, easy-to-read overview** of the annual.

Logos have been removed to protect client confidentiality