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Description/Profile

The Informa Global Events Masterfile brings together all of Informa's global conference attendee databases into one large de-duplicated masterfile. Informa Global includes delegates and prospects from over 500 of their prestigious yearly conferences put on worldwide by IBC, Informa, IIR, ICBI, Info-line, Lloyd's, The International Faculty of Finance and many more.

Informa's worldwide events are held in English and therefore all attendees have an affinity to English speaking.

Approximately 75% of Informa's contacts are middle to senior management contacts, these decision makers all have buying power, decision making ability and are high profile business executives.

Key Interest areas include:

Finance, Energy, Commodities, Pharmaceutical/Biomedical Maritime, Shipping & Transport, Business Management HR, Legal

Key Decision Markers Categories:

Senior Management, Middle Management, Secretary/Office Manager, Technical/Analytical, Engineering, Marketing & Sales Business Travellers, Business Women and Lawyers/Legal

Recommended Users

An excellent list for all business to business offers across the range, especially seminars, business equipment, training offers and seminars, banking and finance, specific markets and upmarket consumer goods.

The premier source for reaching senior level management at the heart of the world's leading international companies with serious purchasing power. Excellent for promoting strategic, economist and international issues, leading b2b publications, travel and high value consumer goods.

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For counts, or more information contact:

matthew.lucas@intermedia-global.com
olivia@intermedia-global.com
Richard.collett@intermedia-global.com

Or call us on +44 (0) 1234 831000