



## GLOBAL EVENTS MASTERFILE

**Email worldwide**            **65,000**  
**Postal worldwide**           **130,000**

### Description/Profile

IIRMD provides cutting edge career development training, specializing in management, leadership, negotiation, presentation, communication, personal effectiveness and courses tailored for PA's and executive assistants

#### Key Interest areas include:

Strategy, Vision & Leadership, Negotiating, Influencing & Presentation, Personal Effectiveness, Teams, Communication, Executive Secretaries & Pas, Personal Empowerment

#### Key Decision Markers Categories

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

### Recommended Uses

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.

## RATES

### Single Use Rates

**Postal**                                **£165/000**  
**Email**                                **£250/000**

### Selections

**Job title**                            **£10/000**  
**Business / Industry type**    **£10/000**  
**Conference Subject**         **£10/000**  
**Delegates only**                **£10/000**  
**Buyers only**                      **£10/000**  
**Geo select**                        **£10/000**  
**Key coding**                      **£10/000**  
**NTH name**                       **N/A**  
**A/B Split**                         **N/A**

**Delivery**                            **£35 flat**

### Terms & Conditions

**Min Order: 3,000 records**  
**E-mails released: No**  
**Delivery: 2/3 working days after approval**

**For counts, or more information contact**

[olivia@intermedia-global.com](mailto:olivia@intermedia-global.com)  
[richard.collett@intermedia-global.com](mailto:richard.collett@intermedia-global.com)  
[matt.lucas@intermedia-global.com](mailto:matt.lucas@intermedia-global.com)

**Or call us on +44 (0) 1234 831000**