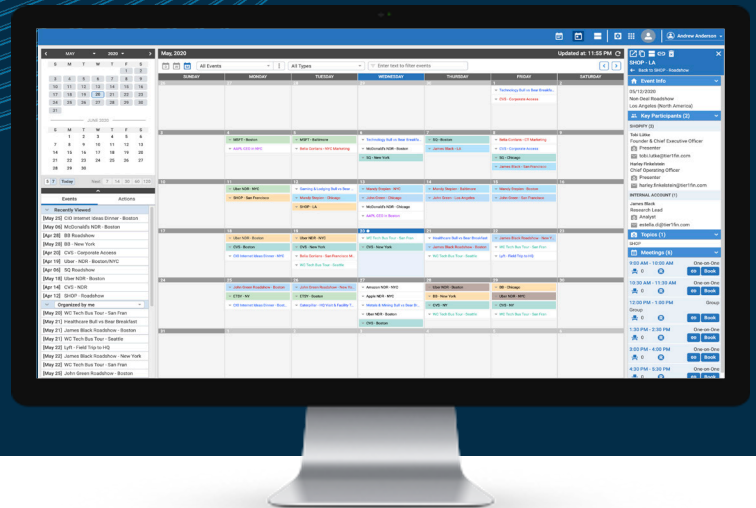


Tier1 Events: Differentiate your Corporate Access Program

Tier1 Events is an advanced event management platform that delivers comprehensive event workflows coupled with critical data and real-time collaboration to facilitate all your Corporate Access activities. Tightly integrated into your CRM with market data, make informed decisions on meeting allocation maximizing your events while seamlessly event marketing and organizing logistics.



Increased competition has made it tougher to differentiate yourself in your corporate access offerings and succeed in events both large and small. Identifying the right clients to optimize your target lists from both internal and external stakeholders is proven difficult when your data and preferences are in disparate systems, or worse not in any system at all. Corporate Access is a key revenue generating function for firms and events must be executed and accomplished successfully in person and virtually.



All your events in one place, for everyone.

Streamline collaboration across various desks and asset classes with a firm-wide corporate access calendar. The Tier1 Events module:

- Standardizes your event templates for easier and accurate consumption reporting
- Provides a thorough forward-looking calendar using smart filters and color-coding options with flexibility on booking and request rules to accommodate events both large and small
- Seamlessly generates roadshow schedules and itineraries covering meetings and logistics, accompanied by profiles for your event attendees



Take advantage of the connected experience.

Maximize events with a connected experience across your data, colleagues, and clients. The Tier1 Events module:

- Utilizes your proprietary data, intra firm communications and broker vote to target effectively and make informed decisions on your allocations
- Offers flexible settings for event distribution
- Respects both restrictive and open coverage models
- Allows for extensive visibility rules on the event, location, and meeting level
- Seamlessly captures event feedback



Optimized event interactions for greater collaboration.

Enable your teams to provide clients easy access to your events. The Tier1 Events module:

- Generates a registration page covering event information with customized designs reflecting a sophisticated view of your firm and event
- Provides robust virtual meeting capabilities accommodating all necessary inputs filtering into the schedules and itineraries disseminated to attendees



Configurability & accessibility are crucial for success.

Ease of use and ready access to data from familiar access points drives adoption leading to a more successful Corporate Access program. The Tier1 Events module:

- Provides easy access to institutional memory in Outlook: recent call reports, meetings, profile information
- Configurable views and dashboards displaying all events, location, companies, analysts, attendees etc.
- Supports persona driven workflows to provide Sales constant event access and updates in the core CRM making it easy to take quick action on behalf of their clients

To learn more about our award-winning solutions, visit www.tier1fin.com or email info@tier1fin.com