

# DMA Student Membership

FUTURE

STARTS

HERE

STARTS

HERE



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**INTRODUCING: DMA**

**STUDENT**

**MEMBERSHIP**

**INTRODUCING: DMA STUDENT MEMBERSHIP**

Make the **right connections.**

Boost your **marketing skills.**

Stand up and out **from the crowd.**

Get your **dream job.**

That's what a **Student Membership** from the **Data & Marketing Association (DMA)** will do for you.

We represent Europe's biggest community of data-driven marketers, and through your Membership we'll connect you to professionals from award-winning creative agencies, global brands, marketing technology and innovation start-ups and trend setters – the bedrock of our Member base.

You'll build new relationships to help you glide into your new career.

The **DMA** community crafts research, insights and guidance on the key topics, themes and skill evolutions in data and marketing.

You'll access this content, professionalise what you've learnt and begin your working life with the sharpest skillset possible.

And to grow what you know, dig into the latest marketing, creative and data learning and training - delivered by our world-renowned **Institute of Data & Marketing (IDM)**.

All course content is curated by hand-picked industry professionals, meaning you add new layers to your craft with real-life, proven techniques and insights.

You'll find a place that helps you begin your professional life with a bang, armed with what you need to stand out as an applicant, at interview and as you embark on your career.

Membership costs £45 for the year, or £3.75 per month for 12 months.

**Your future starts here.**



**HOW IT WORKS**

**HOW**

**HOW IT WORKS? HOW IT WORKS?**

# Student Membership is crafted, cared for and delivered by DMA Talent - our dedicated youth and talent team at the DMA.

The DMA Talent team boasts expertise in building programmes, workshops and experiences that bring emerging data, creative and marketing talent together with established industry practitioners and business leaders.

## The Hub

To help you get the most out of your Student Membership, you'll get access to the **Hub**, the digital home of your Student Membership.

Through this online platform, you'll navigate content to help sharpen your skills; choose what to study and what to learn to boost your know-how; and book onto events and digital experiences that will help you grow your network and build new relationships.

Here's what your Membership includes:

### Study: The IDM Award in GDPR

Get a clear understanding of the legal and compliance regulations you need to be on top of to create brilliant marketing strategies, tactical approaches and creative executions that value peoples' privacy and put customers first.

Student Membership also means you get discounted rates on study across the wider IDM Awards portfolio.

### Study: The IDM Certificate in Digital and Data-Driven Marketing

If you are studying an IDM-accredited course ([see here for affiliated universities](#)), you can take the IDM Certificate in Digital and Data-Driven Marketing exam at a discounted rate.

It's an industry-recognised qualification that will make your CV stronger in the eyes of potential employers.

### Build knowledge: Best practice guides and case study library stuffed with award-winning campaigns

Dip into a well of wisdom with access to best practice guides written by marketing practitioners on key thematic areas that every marketer will touch on.

And learn how the best do their brilliant work with our DMA Awards-winning case study library; the thinking, the creative executions and the results that happen when you build brilliant campaigns.

### Dates for your diary: Where you need to be

Through your Membership, you can access DMA webinars.

Covering topics that intersect across strategic thinking, creative work, responsible use of data - spanning classic and emerging touchpoints marketers must consider – DMA webinars bring insight and knowledge right to your seat.

You can also choose to attend three DMA events per year. These are great opportunities to connect and build networks to help you leap forward in your career.

Once you have secured your Membership, you'll get access to our events calendar.



**WORKSHOPS**

**LEARNING**

**EVENTS**

**WORKSHOPS, LEARNING, EVENTS**

**WORKSHOPS**

**LEARNING**

# Along with the learning, skill-building resources and great networking opportunities, you can choose from a programme of workshops developed by DMA Talent.

These sessions criss-cross key marketing skills and aptitudes, from data to creative work, idea-building workshops to creative crits with award-winning mentors.

They're the ideal opportunity for you to boost your circle of creative, data and marketing contacts and connections.

Here's what you can get stuck into, details on how you can get involved – and all are included in your membership.

## Big Book Crit

These sessions aim to break aspiring creatives into the UK creative industries.

Ideal for writers, designers, creative thinkers doers and makers, you'll meet people who will help you crack into advertising and marketing: award-winning creative directors and creative leaders from different craft backgrounds, all with wisdom in buckets, ready to share with you.

These sessions are open to students at any stage of course study – and individuals and creative teams are welcome.

You'll need a portfolio of work, or at least three pieces of finished work.

Head [here](#) for more information.

## Creative Data Academy

A three-day programme to show you how data, insight and information are harnessed by people in the creative industries to craft beautiful, memorable campaigns.

Work on a brief from a well-known brand, with expert guidance from data and marketing professionals to help you apply real world thinking to the challenge.

There are 30 places available on each academy, delivered in a virtual classroom.

Exclusive to DMA Student Members, the programme is built for aspiring marketers with interests in data and insight.

Head [here](#) for more information or to apply for a place.

## Creative Data Labs

One-day sessions that will help you discover how data and insight can be harnessed to crack a business challenge.

Get expert-led guidance on the latest techniques and applications of data-driven thinking in marketing campaigns and strategies.

You'll form a team with fellow attendees, make connections with experienced data and creative professionals, and build a mini-project for evaluation by our handpicked marketers.

Head [here](#) for more information or to apply for a place.

## The Marketing Challenge

Test your marketing and creative skills with a real-life marketing brief.

The Marketing Challenge will see you form a group (of between three and six) to undertake a brief set by our chosen partner. Previously, Marketing Challenge teams have tackled work for the Australian tourism industry, BMW and Instagram.

Build video content and editorial to support your ideas and, if you're successful, your team will pitch to clients, giving you live work to sit in your portfolio.

Who can enter?

Teams must be made up of between three and six people, and all members of the team must be students. You can be at any stage of your course, and you don't have to be studying marketing.

Head [here](#) for more information.

## The Data Science Challenge

Data Science is one of the fastest growing disciplines in marketing.

This is a competition for future data scientists to apply their skills to a well-known brand's problem. We'll give you access to a dataset so you can create a predictive analytics model to find a solution for the client.

Who can enter?

Individuals on a Data Science or related degree or apprenticeship, at any stage of their course.

Head [here](#) for more information.

## Monthly Skills Sessions

Monthly interactive webinars with industry professionals. Each month we will bring you a hour-long online session where you will meet people working in the industry who can help you navigate your first steps into a career you'll love.

From practical career advice to topical debates, there'll be something new each month.



**YOUR**

**DMA JOURNEY**

**YOUR DMA JOURNEY**

# Your **DMA journey** doesn't end when you leave **education.**

You can keep your **Student Membership** up to one year after you finish your studies; think of these as your first steps in a classroom to boardroom relationship with the **DMA**.

We will be there to support you as you take your first career steps, providing you with extra skills, insights and relationship opportunities to help you burst into the industry.

And as you grow your career you'll transition your Student Membership into a **DMA Individual Membership**; and if you're working at a DMA Member company, you will be able to get membership through them as a **DMA Corporate Member**.

Throughout your career journey from novice marketer to heading up a team to becoming a business leader, the **DMA** has the resources, expertise and support network to help you thrive.



**KEY CONTACTS**

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To purchase Membership,  
**click here.**

It costs only £45, or  
£3.75 monthly for **12 months.**

**Phone:** [+44 \(0\) 20 7291 3300](tel:+442072913300)

**Email:** [dmatalent@dma.org.uk](mailto:dmatalent@dma.org.uk)

**Website:** [dma.org.uk/talent](https://dma.org.uk/talent)

**Twitter:** [@DMA\\_UK](https://twitter.com/DMA_UK) / [@DMATalent](https://twitter.com/DMATalent)

**Instagram:** [the\\_dma\\_uk](https://www.instagram.com/the_dma_uk/) / [dma\\_talent](https://www.instagram.com/dma_talent/)

**LinkedIn:** [DMA UK](https://www.linkedin.com/company/dma-uk/) / [DMA Talent\\_](https://www.linkedin.com/company/dma-talent/)

**CLASSROOM**

**TO**

**BOARDROOM**

**CLASSROOM**

**TO**

**BOARDROOM**

# About the DMA

The [Data & Marketing Association \(DMA\)](#) is the driving force of intelligent marketing.

Guided by our customer-first principles enshrined in the [DMA Code](#), we champion a rich fusion of technology, diverse talent, creativity, research and insight to set standards for the UK's data and marketing community to meet in order to thrive.

We deliver this mission through a fully integrated, **classroom-to boardroom** approach that supports you, your team and your business at every stage of your development.

Through [DMA Talent](#) we create pathways for the next generation of marketers to emerge; our world-class training institute, the [Institute of Data & Marketing \(IDM\)](#), delivers learning at corporate and individual levels; and through the DMA we deliver advocacy, legal and compliance support, research, insight and a packed events calendar.

And with over 1,000 corporate Members, we are Europe's largest community of data-driven marketers.

[www.dma.org.uk](http://www.dma.org.uk)



[dma.org.uk](https://dma.org.uk)  
[dma.org.uk/talent](https://dma.org.uk/talent)

