

The DMA community



Board

Appoints Committees ...



Customer Engagement Committee



Responsible Marketing Committee



Awards Committee



Creative Committee

Committees supported by Councils



Print Council



Email Marketing Council



Social Media Council



Customer Data Council



Business to Business Council



Contact Centres Council



DMA North Council



DMA West Council



DMA Scotland Council

Who collaborate to produce ...

Outputs from DMA Committees and Councils



DMA Guides



DMA Events



DMA Research



DMA Webinars



DMA Insight



DMA Advice

The DMA community is led by our Committees and Councils.

Committees are appointed by our board to set the strategic pace of the DMA, with Councils comprised of DMA members and industry guests.

All flourish thanks to the inputs of marketers, creatives, innovators and business leaders drawn from every corner of the UK's marketing community.

Our Councils grab the strategic direction from our Committees, and dig deeper to provide expertise around channels, disciplines, even regions. They drive bold, brave, innovative, inclusive and inspiring content and activity through four key areas of focus:



Responsible Marketing



Customer Engagement



DMA Awards



Great British Copywriting

All activities and content produced by the councils and committees champion and raise the profile of one or more of these campaigns.

Any DMA member is welcome and invited to put themselves forward for a place on a council. For more information on the Committees, Councils, or any of the DMA campaigns, please contact the Councils team by phone or email.

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