



/ Councils & Committes

What's Involved – Chairing

This document is here to give you an idea of everything involved in being a Chair or Deputy Chair on a DMA Council or Committee. If you have any questions, please contact the [DMA Council Team](#).

Expectations of the Chair and Deputy Chair

The Chair and Deputy Chair of each Council and Committee play a key role in our community. As a DMA Council or Committee Chair or Deputy Chair, we expect you to champion the DMA as well as the DMA's Councils and Committees. Always be inclusive, open, tactful, impartial, discreet, friendly, and embody the DMA's values:

- Genuine
- Innovative
- Inspiring
- Helpful

Chair | Key Responsibilities

- Attend and chair all your Council or Committee meetings. Notify the Deputy Chair and DMA Council Team ahead of time if you are unable to attend.
 - During these meetings, ensure the conversations abide by the [Compliance & Confidentiality Agreement](#).
- Attend two Chair's Council meetings per year.
- Attend agenda preparation calls before each meeting with the DMA Council Team.
- Review and sign-off meeting minutes within 48 hours of receipt.
- Work closely with the DMA Senior Leadership Team to identify how the Council or Committee can support the DMA's content strategy.
- Act as a sector spokesperson as and when required to support PR activities for your Council or Committee.
- Attend Council or Committee related DMA Events.
- Present reports on the Council or Committee's activities to the DMA Board, when requested.

Deputy Chair | Key Responsibilities

- Attend and chair all your Council or Committee meetings.
- Assume the Chair's responsibilities where they are unable to attend.
- Attend two Chairs' Council meetings per year.
- Attend agenda preparation calls before each meeting with the DMA Council Team.
- Act as a sector spokesperson as and when required to support PR activities for your Council or Committee.
- Attend Council or Committee related DMA Events.

Step-by-Step Guide to Chairing a DMA Council or Committee Meeting

Before the Meeting:

- Plan the agenda with your Deputy Chair and DMA Council Team. Consider unfinished topics from the previous meeting and include items contributed by other members.
- Decide the order, timing, and who will introduce each item.
- Identify which agenda items are for information, discussion, or a decision.
- Stay informed about each item and any actions taken since the last meeting.

During the Meeting:

- Start the meeting by welcoming any new members and making necessary introductions.
- Receive apologies for absence from DMA Council Team.
- Run through the agenda and outline any key objectives for the meeting.
- Attempt to keep to the agenda but allow flexibility for freedom of expression.
- Ensure decisions are taken in the context of the DMA's strategy and that they are recorded alongside who is going to implement them.

Coax:

- Ensure full participation by all members.
- Draw out quieter members and temper those who are monopolising the meeting.
- Maintain a positive atmosphere to encourage engagement.
- Compare points and weigh up contributions impartially.
- Ensure everyone understands what is being discussed.
- Define industry jargon and abbreviations so that all in attendance understand.

At the End of the Meeting:

- Summarise decisions taken and actions.
- Confirm the date of the next meeting.
- Agree any items that should be added to the agenda of the next meeting.

After the Meeting:

- As Chair of the meeting, ensure you sign off the meeting minutes in good time.

Becoming a Council or Committee Chair and Deputy Chair

Both the Chair and the Deputy Chair hold three-year tenures. Committee Chairs and Deputy Chairs are reviewed every three years by the DMA Board. Councils decide after three years if a new Chair is the right course of action; they will vote during an election process to decide who continues in or takes over the position.

Election Process for Council Chair or Deputy Chair

- When triggered, the DMA Council Team will take self-nominations—by email or in a meeting—from full members of the Council, for any between vacant positions.
- Council members wishing to nominate themselves must submit a supporting statement, including what value they can bring to the group and any ideas for change.
- If only one person is nominated for either position, they will automatically be elected as Chair or Deputy Chair pending agreement of most of the Council.
- If more than one nomination is received for either position, a confidential vote will take place. The DMA Council Team will circulate the supporting statements and ask Council members to submit their votes by a deadline. Nominees can vote for themselves.
- If there is a draw in the number of votes received, the vote will be repeated. In the event of a second draw, the outgoing Chair will have the casting vote.

Vote of No Confidence in Council or Committee Chair or Deputy Chair

In the unfortunate circumstance that most of the Council or Committee members feel the Chair or Deputy Chair is not fulfilling their duty, they may formally write to the DMA asking that the Chair or Deputy Chair step down. This must be signed by the concerned members of the Council or Committee and clearly state their reasons for such a request.

Upon receipt, the DMA will inform the Chair or Deputy Chair. The names of the members who signed the letter will not be revealed even if requested. A conversation will be had about the issues raised and why they feel they should retain their position, or if they are happy to stand down.

The DMA will liaise between the Council or Committee members and the Chair or Deputy Chair to resolve the situation, which may lead to the matter being discussed at the next meeting and determined by a single majority vote.

Additional Resources

Visit our [What's Involved page](#) to find out more on how our communities work, including:

- [What's Involved: Summary](#)
- [What's Involved: Further Information](#)
- [Compliance & Confidentiality Agreement](#)
- [Who's on the Councils & Committees](#)
- [Application Form](#)

Or email the Councils Team at councils@dma.org.uk