



/ Councils & Committees

What's Involved – Further Information

Introduction to our Councils and Committees

Thank you for wanting to find out more about what's involved in joining a Council or Committee.

The DMA is the UK's trade association for the data and marketing industry. We set, promote, and teach the standards that build trust and deliver marketing effectiveness.

Through the DMAs 'by the industry for the industry' approach, our Councils and Committees drive the UK data and marketing industry forward. They champion ideas, tackle challenges, and set best practices for UK marketers, always guided by the [DMA Code](#). Ultimately, the work of the Councils and Committees help deliver more responsible, ethical, diverse, creative, and innovative organisations.

Our Councils and Committees

We have 16 Councils and Committees, all of which are listed below. You can learn more about each of them by clicking on the links.

Councils: [B2B](#), [Black Marketers](#), [Customer Data](#), [Email](#), [Media](#), [Print](#), [Social](#)

Regional Councils: [North](#), [Scotland](#), [West & Wales](#)

Committees: [Awards](#), [Creative](#), [Customer Engagement](#), [Governance](#), [Talent](#), [Values Driven Data](#)

Benefits of Joining a Council or Committee

- **Networking Opportunities:** Access to a community of industry leaders within your channel/region at in-person or virtual bi-monthly meetings.
- **Peer-to-Peer Learning:** Through sharing knowledge, guest presentations, research, and events.
- **Bettering the Industry:**
 - Through the development of best practices and research.
 - Contributing to the education and professionalisation of our industry, especially for emerging talent, through the development of DMA learning content.
 - Support the DMA in our lobbying efforts.
- **Raising your Profile:** By broadcasting your membership of a research pioneering group, the opportunity to speak at events, and write or contribute to thought leadership pieces.

Joining a Council or Committee: Success Criteria

To join a DMA Council or Committee you must first fill out the [Application Form](#) on the [DMA website](#), agree to the [Compliance & Confidentiality Agreement](#), and read the [DMA Code](#). Applications are reviewed monthly. If your application is successful, you will then be required to attend two consecutive meetings as a Trial Member to demonstrate active participation and ensure the right fit.

Informed by the DMA Awards Committee and our Diversity Partners, we are focused on ensuring our Councils and Committees represent the industry and the customers we serve. A successful application isn't based solely on your personal profile; we welcome applications from across our membership and review them with a series of additional equity criteria, including:

- Company type: brands, agencies, and marketing suppliers are represented across all our Councils and Committees.
- Company allowance: up to two employees from a company may sit on each Council or Committee, with a total of four employees across all groups, however this remains at the discretion of the Councils team.
- Diversity, Equity, and Inclusion: across Age, Ethnicity, Neurodiversity, and Disability.
- Regional inclusion: whilst Regional Councils serve an area's needs, our Councils and Committees represent nationwide industry interests.
- Following our 'by the industry for the industry' principle, preference is given to applicants from companies with DMA Corporate Membership to ensure the DMA Code is upheld across all efforts and outputs.

Joining a Council or Committee: DMA Corporate Membership

As a DMA Corporate Member, the DMA Council Team will invite you to your first trial meetings, after which the following steps take place:

- After attending two consecutive meetings, you will be invited to meet with a member of the DMA's Council team to discuss formally joining the Council or Committee.
- The decision on your appointment will be made collaboratively by the Council or Committee Chair and the DMA Council Team.

Once a formal member of the Council or Committee, the DMA's Council team will then:

- Create a profile for you on the relevant Council or Committee website page.
 - We will ask you to provide a headshot and a LinkedIn URL for this.
- Send you a DMA Council or Committee badge to display on your social media accounts and email footer.

If the company you work for **is not a DMA Corporate Member**, you can attend **two** Council &

Committee meetings as a Trial Member. The DMA Commercial Team will handle the process of the company you work for becoming a DMA Corporate member.

If you want to understand more about DMA Corporate Membership, please contact our General Manager, Commercial, Suzanne Teale via [email](#) or [book a meeting](#).

There are two exceptions: you may join a Council or Committee if you are a DMA Tutor or Category Chair for the DMA Awards in the last three years.

Expectations of Sitting on a Council or Committee

The Councils and Committees are governed by engagement. There is no term limit for sitting on a Council or Committee. Once you are appointed to a Council or Committee, the primary asks are that you attend meetings regularly and engage actively in their priorities.

The DMA Councils team and Council or Committee Chair reserve the right to remove you from a Council or Committee if they do not feel you are making sufficient contributions.

The core expectations are:

- Attending meetings regularly.
- Sitting on a hub and regularly attending their meetings.
- Contributing to the ongoing projects of the Council or Committee.
- Suggesting and introducing us to potential speakers for events and round tables.
- Speaking at Council and Committee events.
- Writing blog posts and assisting with guidance papers / reports.
- Reviewing and guiding us in our research reports.

Rules

These rules must be adhered to by all Council and Committee participants to make the meetings engaging and ensure everybody is contributing.

- Accept that all meetings are recorded for the benefit of the DMA Council Team.
- You must have your camera turned on for the duration of the meeting.
- If you are unable to attend a meeting, you must let the DMA Councils Team know.
- If you **do not attend three consecutive meetings**, your membership of the Council or Committee is **liable to be revoked**.
- Acceptance to a Council or Committee is by individual invitation and is a privilege of DMA Corporate Membership.
- Your position on the Council or Committee cannot be ceded to a colleague. If you can no longer make the commitment to the Council or Committee, please contact your Council Manager who can help guide your colleague through the application process.

- All meetings adhere by the [Compliance & Confidentiality Agreement](#);
 - Council and Committee meetings and all conversations had within them are considered confidential. Where a discussion is relevant for output, the DMA Council team will inform you in advance of publication.
 - The DMA is dedicated to complying with competition law in all its activities, ensuring discussions avoid legal risks, and members independently decide on actions. Confidentiality is maintained for any member data used in benchmarking, and the chair will stop any potentially unlawful discussions.
- Any communications regarding Council and Committee matters between members and the DMA team should be conducted in an inclusive and transparent manner.
- **Guest speakers** are welcome to join meetings where they will add value.
 - A guest speaker may attend a relevant Council or Committee meeting to present research, debate a topic, or ask a question that would lead to a fruitful discussion.
 - Prior to the meeting, guest speakers must inform the DMA team about what they will contribute and agree to the Confidentiality Agreement.
- **If you move company**, you need to inform the DMA Council Team and send them your new email address, so we can remain in contact and our records are kept up to date.
 - If the company you join is a DMA Corporate Member, you can continue being a member of the Council or Committee.
 - If the company you join is not a DMA Corporate Member, you can sit on the Council or Committee for **two meetings**. After that, the company you work for will need to be engaged in conversations about membership with the DMA Commercial Team.
- **If the company you work for cancels DMA Corporate Membership**, you can remain a member of the Council or Committee for a **maximum of two meetings**. In that time, the company you work for will **need to re-join as a DMA Corporate Member** for you to remain on the Council or Committee for any longer.
- If, for any reason, you are no longer able to commit the time required to a DMA Council or Committee, you should [contact the DMA Council Team](#) to discuss. The DMA Council Team is open to welcoming returning Council or Committee members back.

Council Team Commitments

- A DMA staff member will be present at all Council and Committee meetings.
- The DMA Council Team will set up meeting dates with the Chairs up to a year in advance and work with the members to ensure optimal attendance and engagement.
- Each Council and Committee meets bi-monthly, with some exceptions. The frequency varies depending on the activity each group is carrying out at the time.
- Formal agendas are to be prepared jointly by the Chair and DMA Council Team for each Council and Committee meeting and distributed ten working days prior to each meeting.

- Minutes are to be distributed no more than three working days after each meeting.
- DMA staff from other departments will attend Council and Committee meetings for relevant agenda items, as required. Council and Committee members will liaise with these staff members and the DMA Council Team in between meetings to progress relevant projects.

Hubs and Hub Chair Responsibilities

Each Council and Committee has sub-groups that focus on specific topics: we call them Hubs. Council and Committee Hub meetings are held between regular meetings. Council and Committee members can join more than one Hub; however, we don't recommend overcommitting - not more than two hubs.

A Hub Chair is appointed by the members of the Hub, it is their responsibility to:

- Report back on activity/updates at Council and Committee meetings and ensure the Hub communicates on a regular basis.
- Develop a Hub content/project plan that ties into the Council's remit and the DMA's content focuses.
- Ensure objectives and timings of the Hub project plan are met.
- Liaise with Hub members who have not met their agreed actions and/or have not attended two or more meetings and update the DMA on such matters.
- Act as a spokesperson for the Hub at Council meetings by providing an update on developments and achievements.
- Assign responsibilities of Hub Chair to another Hub member if unable to attend either a Hub or Council meeting.

Council and Committee Chair and Deputy Chair Responsibilities

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.

- To support the Chairs and Deputy Chairs with their increased responsibility, we have a [What's Involved: Chairing](#) document to outline expectations and responsibilities.
- If an issue with the Chair or Deputy Chair is raised, the DMA Council Team has a process in place to hear complaints in a confidential and mutually respectful manner. Engaging the process is a serious course of action and all communications related to it will be treated so, potentially leading to the end of Council or Committee membership.

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: Chairing
- Compliance & Confidentiality Agreement
- Who's on the Councils & Committees
- Application Form

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