

Councils & Committees

Summary: What's Involved

Thanks for your interest in joining a **DMA Council and Committee**. The industry expertise on our Councils and Committees enables us to set and promote standards 'for the industry by the industry'. Guided by the **DMA Code**, the work of the Councils and Committees ultimately helps deliver more responsible, ethical, diverse, creative, and innovative organisations.

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

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

Committees: [Awards](#), [Creative](#), [Customer Engagement](#), [Governance](#), [Qualifications and Training](#), [Talent](#), [Value of Data](#)

Why Join: A whole host of reasons! Networking Opportunities; Peer-to-Peer Learning; Bettering of the Industry through education and research; Join key lobbying efforts with industry experts on topics such as AI, DPDI, Measurement, and Sustainability; Raising Your Profile, and discounted rates to all DMA Events.

DMA Corporate Membership: Being a member of a Council or Committee is a privilege of DMA Corporate Membership. Without membership, you can attend one meeting as a Trial Member. After that, your company will be invited to a conversation about membership with the DMA Commercial Team. 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.

Joining Process: The first step to joining a Council or Committee is filling in the application form. To see the success criteria, including diversity and inclusion aims, please read our extended [What's Involved](#) document.

Member Commitment: The Councils and Committees are governed by engagement. There is no term limit for sitting on a Council or Committee. By joining a Council or Committee, you agree to regularly attend meetings, provide feedback and insights to DMA research and projects, and you will have the opportunity to join topic specific hubs.

Meeting Rules & Engagement:

- Meetings are typically every other month and can be hosted virtually on Zoom or In-Person.
- You can also opt/may be asked to join a hub. These meetings will be held between Council or Committee meetings and they are opportunity to get more actively involved.
- All meetings are recorded. Cameras should always be on and sound muted unless sharing.
- Meetings and related conversations are considered confidential under the [Confidentiality Agreement](#).
- Inform DMA Council Team if you are unable to attend a meeting. If you miss three consecutive meetings, your membership of the Council or Committee will be revoked.
- Council membership is an individual privilege. It cannot be automatically transferred to another representative from your organisation.

Read the extended [What's Involved](#) document here.
with further details on how Councils and Committees work.

If you have any questions, please [reach out to the DMA Councils Team](#).