

Councils and 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 our Councils and Committees helps deliver more responsible, ethical, diverse, creative, and innovative organisations.

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](#)

Why Join: A whole host of reasons! Networking opportunities; Peer-to-peer Learning; Bettering the industry through education and research; Joining lobbying efforts with industry experts on topics such as AI, Data Protection, Measurement, and Sustainability, and raising your profile through thought-leadership.

DMA Corporate Membership: Being a member of a Council or Committee is a privilege of DMA Corporate Membership. Without membership, you can attend two meetings as a Trial Member. During this, your company will be invited to a conversation about membership with the DMA Commercial Team. There are exceptions, including being a DMA Tutor or a DMA Awards Category Chair 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](#).

Commitment: The Councils and Committees are governed by engagement and the [Compliance and Confidentiality Agreement](#). 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 insight to DMA research, and contribute to the group's projects – you will have the opportunity to join topic specific hubs for this.

Meeting Rules & Engagement:

- Meetings are typically every other month and can be hosted virtually on Zoom, Hybrid, or In-Person.
- All meetings are recorded. Cameras should always be on and sound muted unless sharing.
- All meetings follow our Compliance and Confidentiality Agreement, found here. The DMA promotes the role, rights and responsibilities of advertising, in line with competition law. Meetings and related conversations are considered confidential.
- 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 can be revoked.
- Council membership is an individual privilege. It cannot be automatically transferred to another representative from your organisation.

Read our extended [What's Involved](#) document for further details.

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