



Inspiring the
next generation



/ Introduction

/ The UK's data and marketing industry is a thrilling place to be.

Where technology leaps ever forward, compliance and regulatory landscapes shift, demands on creative, data and business excellence continue to grow.

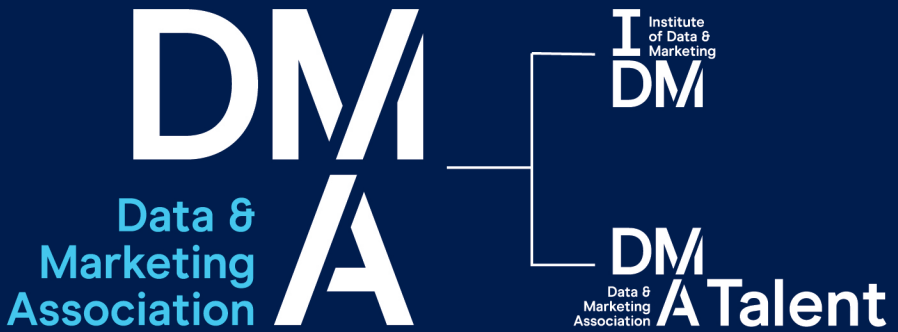
A place where your consumer always demands more from you.

The Data & Marketing Association (DMA) sits at the beating heart of it all, with DMA Talent a key part of this new, expanded offering.

Our new mission seeks to nurture the next generation of aspiring marketers; to advance careers; and to guide and inspire industry leaders.

And we want you alongside us.

/ The structure



/ Data & Marketing Association

/ The new structure

The Data & Marketing Association offers you:

- / DMA membership services and community
- / The Institute of Data & Marketing (formerly the Institute of Direct and Digital Marketing)
- / DMA Talent

A fully integrated, customer-focussed offering that takes you on a classroom to boardroom journey, and prepares your students for a career in the UK data and marketing industry.

- / You'll collaborate with DMA Talent to help bring the next generation of talent into the industry – and shape your teaching approaches and syllabus content to match the needs of business
- / Through our world-renowned Institute (IDM) your students access a real-world learning curriculum underpinned by best practice and thought-leadership gleaned from the community the DMA represents. And the teaching is delivered to by leading practitioners.
- / And through the DMA we provide access to expert thought-leadership and insight, a comprehensive events and networking calendar, and our DMA Awards case study library of the best work in UK data and marketing.

DM
Data &
Marketing
Association

A Talent / Inspiring the
next generation

/ DMA Talent

/ DMA Talent and you, explained

DMA Talent creates pathways for new talent to enter the UK data and marketing industry.

We champion the future stars and the diverse talent that offers such rich promise to our industry.

Our key initiatives include:

- / Creative Data Academies and Labs
- / Summer School
- / Fresh Blood series
- / Big Book Crits
- / The Student Challenge

We want you to help us open up UK data and marketing as a career option for so many who may not have considered it.

You'll build your leadership profile, grow your network and prepare the next generation of marketers for the challenges and adventures to come.

To learn more, click here dma.org.uk/talent



/ What does this mean for you and your students?

Under the new, unified Data & Marketing Association, courses that are accredited by the IDM are now enriched by the expertise gleaned from the DMA's practitioner community

Your students will gain skills to make them more employable, as we leverage our integration into the DMA's data and marketing community and put new talent in front of businesses drawn from around the agency, client, tech and innovation spaces.

Through partner institutions you can take IDM exams – qualifications that stand you apart from the crowd.

We'll also strive to give you the support to deliver an up-to-date professional syllabus that links academic knowledge with marketing in the real world so students come out armed to use their knowledge in the workplace.

And we'll work together with you and the wider DMA family to enshrine our role as the connector that understands employer needs, and translates that knowledge to educators to help you shape your approaches to educating your students to thrive in our industry.



/ Key contacts

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