



Inspiring the
next generation



/ Introduction

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

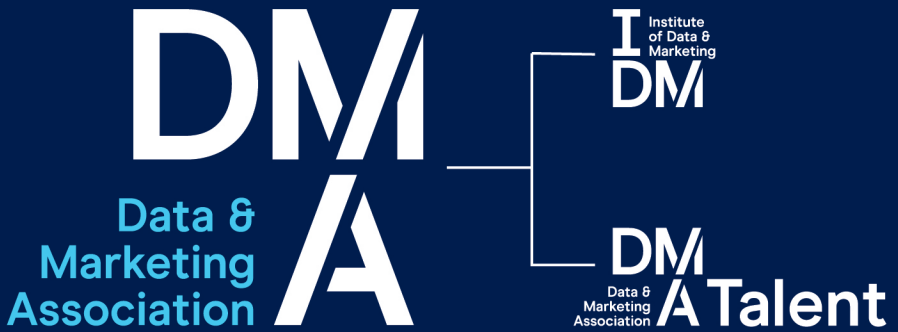
Where technology leaps ever forward, compliance and regulatory landscapes shift, demands on creative, data and business excellence continue to grow.

A place where the 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 world.

Our new mission seeks to nurture you, as the next generation of aspiring marketers; to get you the practical skills you need to advance your career; and to help find your path into the UK's data and marketing industry.

/ The structure



/ The new structure

The Data & Marketing Association is:

- / 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 approach that prepares you for a career in the UK data and marketing industry.

- / The DMA represents over 1,000 corporate members, drawn from UK agencies, clientside businesses and brands, and tech and marketing innovation companies. DMA members access a packed events calendar; compliance and legal support; expert thought-leadership and insight – including the DMA Awards winning case study library, the best work in the land.
- / DMA Talent help bring the next generation of talent into the industry – with a focus on helping you define career direction, add the skills you need to stand out from the crowd, and opportunities to grow your contacts. And it's all free-to-attend.
- / Our world-renowned Institute (IDM) offers you a real-world learning curriculum underpinned by best practice and thought-leadership gleaned from the experienced, established marketing community the DMA represents. And the teaching is delivered to you by leading practitioners.

DM
Data &
Marketing
Association

A Talent / Inspiring the
next generation

/ DMA Talent and you, explained

DMA Talent champions 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 get involved.

Our initiatives are free-to-attend, and feature inputs from creative leaders, innovative data and marketing practitioners, and some of the industry's most pioneering thinkers.

You'll add practical skills to your portfolio, meet like-minded people who will become colleagues and friends throughout your professional life, and you'll add contacts to your phone or email list that could very well be the next people who employ you.

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



/ What does this mean for you?

Through DMA Talent initiatives you'll gain skills to make you more employable.

We work hard to ensure that, as part of our integration into the DMA's data and marketing community, we put you in front of businesses drawn from around the agency, client, tech and innovation spaces.

Through partner institutions you can take IDM exams – qualifications that set you about from the crowd.

There are also opportunities for you to develop personally and professionally once you reach industry through a DMA membership.

This brings with it the opportunity to attend DMA events, access DMA best-practice and thought-leadership content – including the DMA Awards case study library.

And we'll work together with you and the wider DMA family to connect you to employers, to fellow grads and new young professionals, to give you everything you need to make a success of your career.



/ Key contacts

/ DMA Talent

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