

# / Creative Data 2020

## Sponsorship opportunities

**DM**  
Data &  
Marketing  
Association **A Talent**

# / DMA Talent

DMA Talent is the division of the DMA that is building a **pipeline of talent** for the industry.

Our goal is to attract the next generation of fresh thinkers into the data and marketing industry by raising awareness and showcasing the sector's inspiring and dynamic range of career opportunities.

Awareness of careers in our sector is low. We sit way behind medicine, law, accountancy and law and those other 'safe' career options talked about by teachers, parents and careers advisors.

However, according to the World Economic Forum's 'Future of Jobs' survey, jobs in marketing, sales and data sit in the stable and new jobs categories.

The skills we are looking for in our teams – data literate, creative thinkers - are in demand.

# / Our jobs roles sit in the stable/new categories

Table 3: Examples of stable, new and redundant roles, all industries

Stable Roles	New Roles	Redundant Roles
Managing Directors and Chief Executives	Data Analysts and Scientists*	Data Entry Clerks
General and Operations Managers*	AI and Machine Learning Specialists	Accounting, Bookkeeping and Payroll Clerks
Software and Applications Developers and Analysts*	General and Operations Managers*	Administrative and Executive Secretaries
Data Analysts and Scientists*	Big Data Specialists	Assembly and Factory Workers
Sales and Marketing Professionals*	Digital Transformation Specialists	Client Information and Customer Service Workers*
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Sales and Marketing Professionals*	Business Services and Administration Managers
Human Resources Specialists	New Technology Specialists	Accountants and Auditors
Financial and Investment Advisers	Organizational Development Specialists*	Material-Recording and Stock-Keeping Clerks
Database and Network Professionals	Software and Applications Developers and Analysts*	General and Operations Managers*
Supply Chain and Logistics Specialists	Information Technology Services	Postal Service Clerks
Risk Management Specialists	Process Automation Specialists	Financial Analysts
Information Security Analysts*	Innovation Professionals	Cashiers and Ticket Clerks
Management and Organization Analysts	Information Security Analysts*	Mechanics and Machinery Repairers
	Ecommerce and Social Media Specialists	Telemarketers
	User Experience and Human-Machine	Electronics and Telecommunications Installers and Repairers

Source: Future of Jobs Survey 2018, World Economic Forum.

# / Everyone else will be looking for the skills we want

The Future of Jobs Report 2018

Table 4: Comparing skills demand, 2018 vs. 2022, top ten

Today, 2018	Trending, 2022	Declining, 2022
Analytical thinking and innovation	Analytical thinking and innovation	Manual dexterity, endurance and precision
Complex problem-solving	Active learning and learning strategies	Memory, verbal, auditory and spatial abilities
Critical thinking and analysis	Creativity, originality and initiative	Management of financial, material resources
Active learning and learning strategies	Technology design and programming	Technology installation and maintenance
Creativity, originality and initiative	Critical thinking and analysis	Reading, writing, math and active listening
Attention to detail, trustworthiness	Complex problem-solving	Management of personnel
Emotional intelligence	Leadership and social influence	Quality control and safety awareness
Reasoning, problem solving and ideation	Emotional intelligence	Coordination and time management
Leadership and social influence	Reasoning, problem-solving and ideation	Visual, auditory and speech abilities
Coordination and time management	Systems analysis and evaluation	Technology use, monitoring and control

Source: Future of Jobs Survey 2018, World Economic Forum.



# / Creative Data aims to...

- **Inspire** students and young people to choose a career in the data and marketing industry
- Make the data industry more **accessible**
- Provide young people with an experience of working on a **real-life brief with datasets**
- **Connect talent with industry** and make hiring young people into data-driven roles easier for our community

# / Creative Data has grown

We launched our Creative Data programme in 2013 as a 3-day Academy in London for 30 young people. Since then, we have expanded the programme to run three regional Academies a year and several regional one-day Labs.

## 2020 Academies

- Leeds, 2-4 September
- Edinburgh, 9-11 September
- London, 23-25 September

Due to Covid 19, we will run all Academies online and will offer an interactive virtual learning experience for 30 students per programme.

# / How it works

- We promote the Creative Data programme across university and college campuses, youth websites and publications including Target jobs, and GoThinkBig.
- The IDM, our training partner, accredits 24 UK universities, which is managed by DMA Talent, so we have very strong links with tutors and lecturers.
- We promote across all social channels and via our website.
- Students and young people apply via our website, demonstrating their passion for data.
- We review all applications and select up to 30 of the strongest candidates to take part in each Academy or Lab.

# / What happens at an Academy?

- We select the 30 strongest applicants and invite them to take part in our 3-day Academy.
- Introduction to the data industry, its opportunities and examples of a great data driven companies and how they work.
- The students get into teams to tackle a client brief over the three days and present their solutions on the final day of the academy.
- Workshops and presentations from guest speakers to support learning and inspire.
- Careers session with practical advice including online profile and personal brand.
- Networking evening with industry professionals.
- All participants receive a Certificate and access to an IDM Award.



# / Academy life



# / What happens at a Lab?



# / What happens at a Lab?

- We select the 30 strongest applicants and invite them to take part in our one-day Lab.
- On the day, the students are briefed on a business challenge and presented with data to interrogate, to both inform and support their response. (We often share information with them the week or so beforehand to get them thinking already.)
- We put them into small teams, so they tackle the brief in groups and present their solutions at the end of the day.
- The client share their feedback and select a winning team and award a small prize.
- Potential to network afterwards if there are opportunities at client company to discuss.
- All participants receive a certificate and ongoing support.

# / Applicants

In 2019, 65% of our applicants were female, over 90% still studying and they were studying a huge range of disciplines – demonstrated below.

All of them were hungry for knowledge and keen to get work experience and start their careers.

Artificial Intelligence & Mathematics    Crime and Forensic Science    Mechanical Engineering

Psychology    Economics    Linguistics    Neuroscience    Computer Science

Social Analytics    Chemical Engineering    Cyberpsychology    Molecular and Cellular Biochemistry

Marketing    Machine Learning    Molecular Biology    Physics    Digital media

Business    Medical Biosciences    Chemistry    Mathematics

Big Data    Architecture    Biochemistry    Law    Tourism Management

# / Applicants after Creative Data

A snapshot of the jobs and companies our students have moved into...



Walgreens Boots Alliance



Insight and Data Visualisation Consultant

Audit Associate

Planners/strategists

Data Scientist

Marketing Assistant/Executive

Big Data Analytics

Qualitative Analyst

Ad Tech & Performance Manager

Account Management



# / It's for everyone

Crucially, the events are all **free to attend**.

This means they're **accessible to everyone**, regardless of financial status.

Therefore **we seek partnerships** to cover the costs needed to run the events.

# / Partnership opportunities

So that we can keep this initiative free and accessible for young people to attend, whatever their background, we are seeking industry partners to help us meet the cost of delivery.

Partnership opportunity and benefits include:

- Provide the data challenge brief and hearing fresh and innovative ideas from young talented minds to solve your business problem. (See examples of briefs used previously on slide 17.)
- Present a talk or workshop related to data and marketing or to showcase your organisation and its opportunities.
- Direct access to passionate young individuals eager for internship and job opportunities
- Provide a real learning experience for students, which reflects a real business issue
- Recognition as a forward thinking organisation that champions new talent joining the industry
- Branding on all materials.
- Lead positioning on Creative Data and DMA marketing communications on university campuses
- 2 x DMA event tickets choosing from What's Next, Data 2021 and Customer Engagement
- 1 x IDM training course days

Partnership cost per Lab = **£2.5k+vat.** Partnership cost per Academy = **£5k+vat.**



# / Sponsor testimonials

## Carolyn Stebbings, SVP & Managing Director of Code

*'Over the last few years the RAPP & Code partnership with the Creative Data Academy has enabled our own talent to showcase what they have been doing and help inspire a future generation. We have seen a distinct increase in the number of young women attending these sessions, highlighting the growing focus and creative nature of this discipline. I would wholeheartedly recommend this programme for any aspiring data scientist to understand how we can help brands leverage their data to drive customer first strategies.'*



## Susan Varley, Head of Digital Marketing at NEXT plc

*'We are delighted to sponsor the DMA Talent Creative Data Lab being held at De Montfort University very close to our HQ in Leicester. We are passionate about meeting students considering careers in many fields but especially, Digital Marketing, eCommerce, Data, and IT. It's always great to be able to share a little bit about #lifeatnext and why Next is such an exciting place to work.'*



## Scott Logie, Managing Director of REaD Group

*'REaD Group have been proud to sponsor the Creative Data Academy for the last few years.*

*The programme provides a great route for those looking to get into the data industry by showing them what a fun and enjoyable career it can be. From our perspective, we have been very lucky to recruit for a number of different roles knowing that the candidates we meet have already been pre-selected and know what kind of career they are interested in.'*



**REaD Group**

## Scott Davies, Integrated Comms Planning & Strategy Manager at SSE plc

*'SSE are thrilled to sponsor the Creative Data Academy for the first time this year. This is a wonderful opportunity for us to share insight into the opportunities and challenges that exist within our sector and we are especially excited by the prospect of learning from the young minds that will shape our industry in the future.'*





# / Example briefs

## Transport for London

*Using open data and social media, how can you encourage the public to reconsider their travel options to help us reach our business goals of reducing car journeys and increasing active, efficient and sustainable modes of travel i.e. off-peak public transport, walking and cycling?*

## SSE Energy

*Imagine SSE is about to be spun off as a standalone business. If we had the opportunity to start over again, how would you structure the business? How do you disrupt the utilities market on scale? Using the existing assets, and any available sourced information you can find, create a unique proposition and consider who you target, why, and how.*

## RAPP and Ralph Lauren

*Create a business plan for what you would propose to Ralph Lauren to drive more repeat purchases and eventual advocacy towards the brand.*

## ASDA

*How do we use creativity, data and technology to bring OUR “Live better” vision to life? How can you measure this connection and make improvements, resulting in increased brand loyalty and engagement with our customers?*

# / Get in touch

To find out how your company can get involved, call or email...

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