

DMA Talent: Summer school

8-12/07/19 | dma.org.uk/summerschool

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Introduction

Who we are and why there has never been a more exciting time to join the data and marketing industry.

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The programme

Where you fit in, what you'll learn, how you'll learn it, and where it could take you.

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Testimonials

Former DMA Talent: Summer school students on their experience and where they are now.

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How to apply

It's the choices you make that will take you where you want to be. Apply now to start your journey.

WHO
WE
ARE

DMA Talent: Summer school

You've got to be seen to be recognised.

Our summer school is a five day course that covers creative, data and technology, designed to introduce you to the industry.

We want to create connections, linking you with potential employers and helping you explore roles within the industry and develop the relevant skills needed for your chosen line of work.

DMA Talent

There is no future without new talent.

We're all about championing that.

DMA Talent is a division of the DMA and IDM, responsible for nurturing and directing new talent into the data and marketing industry.

We put you in front of the right people, at the right time.

The DMA and IDM

We are the Direct Marketing Association and Institute of Direct and Digital Marketing.

The DMA and IDM are not-for-profit organisations, dedicated to industry guidance, research and training - supporting, encouraging and improving performance to meet the real-world needs of today's digital, direct and data marketers.

WHY US

We want to create connections that matter

The DMA has built its reputation as a trusted body in our industry, and that's because we care about individuals in the industry. That means we advise on industry trends and are behind developing key research that helps people do business better.

DMA Talent helps those starting out to get their best foot in the door. We think we have a lot to give, and we intend on giving it to those who need it – we're generous like that.

We have strong relationships with over 1,000 corporate members, including big brands and top-of-their-game agencies that actively participate in talent programmes - always on the lookout for new faces to bring into their businesses.

Consider this a pathway into the marketing and data industry like no other. A safe and creative forum where you can ask all the questions you want to ask, in front of the people who matter.

WHY NOW

The marketing and data industry is more alive than ever before

Changing, evolving and growing at an incredible pace, there has never been a more exciting and interesting time to throw your hat into the ring.

Marketers are searching for new and fresh faces; for those digitally engaged people with a desire to create change and put their stamp on the world. In an ever-expanding digital age, more and more job roles are available, with new advances in technology as the catalyst to those opportunities.

Feel that shift in society? That's happening in the industry too, and you can be part of that. A new era of change, with a focus on diversity, making a difference and storytelling – because marketing is now more than just selling.

We want to help you find where you fit.

WHY
YOU

Why not?

DMA Talent supports passionate, eager to learn individuals with a desire to make their mark in the marketing and data industry. That doesn't mean you need be well-practiced, have a degree, or even know what you want to do. It simply means you want to be part of something significant.

If you are willing to make and learn from mistakes, connect with new people and form relationships, throw yourself in head-first with a determination and grit that gets you excited, it will get us excited – and excite the industry influencers we work with.

DMA Talent: Summer school's aim is to take your ambition, nurture it, and provide you with the road map, tools and connections to get you where you want to be.

Day 1



Welcome to summer school

- . Meet your fellow students – and your live brief. You'll work in teams to tackle a challenge over the next five days, applying what you learn to build your response
- . Visit an agency. You'll see how today's agency works; get the inside track on the different roles in the industry; and discover how to apply data thinking to grow what you know about your customer
- . Networking session. Meet, mingle and create relationships that will stay with you through summer school and beyond

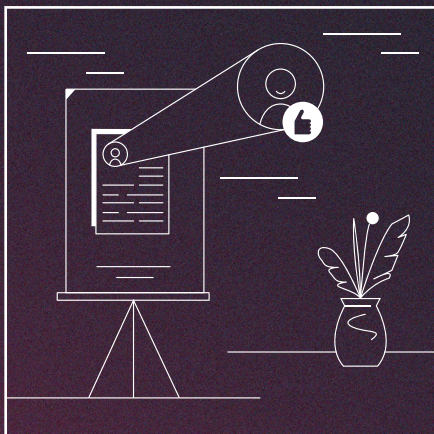
Day 2 & 3



Bring your ideas to life

- . Develop your strategy with your fellow team members. You'll learn how to use data to discover insights to support your campaign. Plus, visit an agency to explore the most effective channels and technology used by marketers today to begin to bring your ideas to life
- . The ethics of marketing. A talk from a key industry figure on how to market the right way
- . Networking session. Rub shoulders with agency folk and gain invaluable inside knowledge

Day 4 & 5



All about you

. The pitch. Present your team's ideas to the rest of your peers

. Careers advice session. Hints and tips on how to land your dream job in data and marketing; CV writing; application form insights; how to interview guidance, and more

. Networking session (the fancy one). Connect with a range of industry professionals who are looking to recruit.

Where to next?



Access more learning and support

. Get your IDM award in digital marketing, a natural extension of the DMA Talent: Summer school

. Tap into the DMA Group's community of marketers to grow your connections, with further on and offline learning opportunities available to you

For more information visit:
dma.org.uk and theidm.com

01

**Amelia
Sneezum**

**Assistant marketing
manager, Selfridges**

Class of 2014

Why marketing?

I really enjoy the mix of being business minded and strategic, as well as being super creative when working with stakeholders on wider campaigns, I don't think you get that in many other industries.

Career journey

After leaving the summer school, I interned as a brand marketing assistant at Selfridges for nine months before becoming a marketing coordinator, which I did for three years – learning loads along the way. The next step up was assistant marketing manager, which I have now been doing for almost a year, and loving every second.

How DMA Talent: Summer school helped

The summer school was an invaluable experience. Through networking at the course, I was able to liaise with senior members across the industry, who really cared about my progression in the industry and helped me to arrive at my first job at Selfridges.

Typical day

I work with various brands across fine jewellery, watches, books, food and restaurants, it's extremely varied. The aim is to help build brand awareness through 360 integrated campaigns that are relevant to the brand audience. So, we'll do that through communicating new launches and brands to our customers through paid media, Selfridges owned channels and/or generating revenue through in-store advertising.

Why apply?

If I hadn't been involved in the summer school and met the people that I met through networking, I wouldn't be in the job I am today. If you want to make key contacts, this is how to do it.

Robert Stockton	Account manager, McCann London	Class of 2015
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Why marketing?

A fast paced industry where you can work on multiple projects – but is always still so refreshing. You know what you are working on today will be completely different in a month's time. It keeps the job exciting but also means you learn a lot very quickly.

Career journey

I went to the University of Portsmouth, studying media studies and entertainment technology, before applying and getting onto the summer school. From there, I landed a job with Wunderman UK as an account executive. Then onto McCann Health as a senior account executive, and eventually an account manager at McCann London.

How DMA Talent: Summer school helped

The course helped me at the very outset of my career by providing an opportunity for me to network with marketing professionals. Through this, I got offered my first role. I'll always be grateful to the team for providing me with that springboard to opportunity.

Typical day

I currently lead the rest of the world markets for Xbox, where my day may consist of managing the distribution of assets for our team to localise against multimillion-pound media plans. I liaise with the Xbox clients and confirm briefs for both title and console campaigns where we execute ads across multiple channels; print, TV, cinema, digital and radio.

Why apply?

The school gave me a real insight into an industry that I never properly considered before. An industry I am now really enjoying working in. Definitely don't let this opportunity pass you by.

02

What are you waiting for?

This is where it starts.

It's the choices you make that will take you where you want to be.
Kickstart your marketing career with the DMA Talent: Summer school.

Applications are open until **19 May 2019**.
Apply at **dma.org.uk/summerschool**

If you require any further information,
email us at **dmatalent@dma.org.uk**

BETH
CHAN

HE
GE



Twitter: @DMATalent
Instagram: DMA_Talent