



# The driving force of intelligent marketing



## / Introduction

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

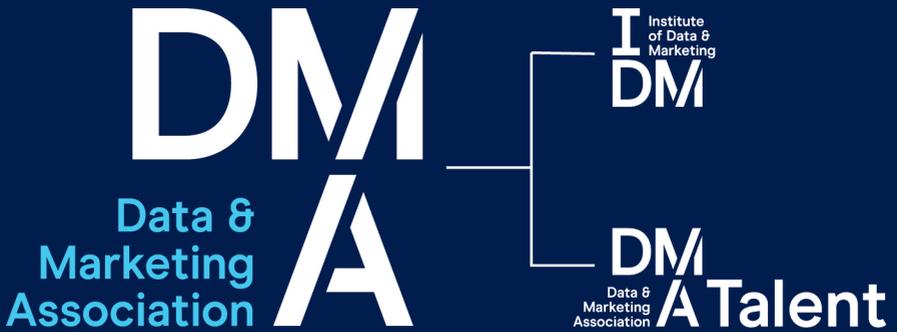
Where technology leaps ever forward, compliance and regulatory landscapes shift, demands on creative, data and business excellence continue to grow.

A place where your customer always demands more from you.

The Data & Marketing Association (DMA) sits at the beating heart of it all.

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

/ The structure



## / We are the driving force of intelligent marketing – the champion for the way things should be done.

Through a rich fusion of technology, diverse talent, creativity, insight – underpinned by our customer-focussed principles as defined in [The Code](#) – we set the standards you and the UK's data and marketing community must meet in order to thrive.

By working responsibly, sustainably and creatively, together we will push the data and marketing industry forward to meet the needs of people today and tomorrow.

### Our structure

The Data & Marketing Association offers you:

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

This is a fully integrated, customer-focussed offering that takes you on a classroom to boardroom journey, throughout your career and the development of

- / Through the DMA we'll serve you expert thought-leadership and insight, compliance and legal support, a comprehensive events and networking calendar, and our DMA Awards case study library of the best work in UK data and marketing.

We also invite you to contribute to and benefit from our lobbying efforts at UK and EU levels, as we cultivate influence around policy work and decision-making, always reflecting our customer-focussed principles.

- / You'll collaborate with DMA Talent to help bring the next generation of talent into the industry through mentorship programmes and workshops – and access the best newcomers to bolster your own business.
- / Through our world-renowned Institute (IDM) you and your business access training courses that span individual and corporate packages.
- / Served both on and offline, with short and longer study options available, the IDM's learning curriculum is underpinned by best practice and thought-leadership gleaned from the community the DMA represents, and delivered to you by leading practitioners.



**/ In an industry that never stands still, you need to be equipped with the latest skills and insight so that you thrive and get better at what you do.**

**This what our world-renowned Institute - with over 30 years' experience in driving marketing excellence – offers you, your team and your business.**

We offer you a portfolio of customer-focussed online and face-to-face courses, at individual and corporate levels.

Our learning approach is underpinned by our curriculum principles, with a focus on good practice, practical application and an excellent user experience.

All our courses are informed by the best practice and thought-leadership of the DMA community, and our hand-picked practitioners, to help curate the most evolved learning environment in the market.

We offer both individual and corporate levels. Through our Learning licence initiatives you and your business are able to upskill at scale and retain talent – all through bespoke packages designed to suit you.

You and your business will access a syllabus that spans the latest industry themes, from social media analysis to creative copywriting, digital marketing essentials to behavioural economics.

Our aim is to drive the industry forward by giving you the tools you need to succeed, in a learning environment built for you and your calendar.

**DM**  
Data &  
Marketing  
Association

**A Talent / Inspiring the  
next generation**

**/ DMA Talent inspires the next generation of marketers: A home to pathways into the industry for youth and young talent.**

**And we need your involvement.**

Join initiatives such as Creative Data Academy for aspiring data-driven marketers, and lend your experience to people coming into the industry.

Or spend time at a Big Book Crit and pick over the best creative work from the most talented would-be art directors, copywriters and creative leaders in the UK.

Great ways to give a little back, grow your leadership profile or help your team grow theirs – and maybe meet your next superstar along the way.

We'll need your involvement to help us raise awareness of the opportunities abundant to the UK data and marketing industry to an audience perhaps not fully aware of the possibilities of the sector.

You can take the lead, set the way ahead, and help as a mentor or partner to bring through the next generation of data and marketing talent.



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