



Driving marketing
excellence



/ 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.

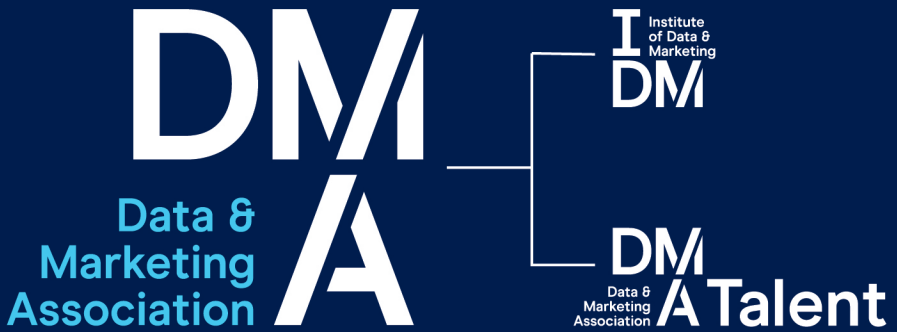
A place where your consumer always demands more from you.

The Data & Marketing Association (DMA) sits at the beating heart of it all, with the Institute of Data & Marketing 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, throughout your career and the development of your business.

- / 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 and the most budding 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.
- / And 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.



/ DMA learning – powered by the Institute of Data & Marketing

/ DMA learning and you, explained.

The IDM powers the learning offering of the Data & Marketing Association. A vehicle for the advancement of your careers, your team and the growth of your business.

As the driver for marketing excellence, our new offering is totally integrated – everything you need to boost your career, build up your teams' skillsets or power up your business is held under one roof.

The learning environment is underpinned by our core curriculum principles.

- / Educational good practice
- / Marketing good practice
- / Practical application
- / Award-winning case studies and learning touchpoints
- / Quality user experience
- / Learning in line with the evolution of the UK's data and marketing industry

You will access the IDM's on and offline learning portfolio, with study options at individual levels, and with bespoke corporate packages available to help your team thrive. The portfolio continues to offer both short and long-term study options.

Because of our new, integrated standpoint, everything you learn is underpinned by the DMA's best practice guidance, thought leadership and DMA Award-winning case studies – and delivered by hand-picked practitioners.

By studying with the IDM you'll be part of a best in class learning environment; a world-renowned Institute with over 30 years' experience in helping marketers like you reach the next level in career development.

/ Qualifications and training / Catalogue 2019

SEO and PPC / Data-
Driven / Digital / Google
Analytics / Mobile
Copywriting / Social Media
Email Marketing / Content
Strategy / Integrated
Marketing / Customer
Retention / B2B
Marketing

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DM
Institute
of Data &
Marketing

/ DMA learning – powered by the Institute of Data & Marketing

/ What does this mean for you?

By learning and growing your competencies with the DMA, through the IDM, you will bring tangible long-term benefits to you personally, your team and your organisation.

- / Improve the skill, competence and capability of your marketing team
- / Attract and retain talent
- / Gain competitive advantage
- / Earn industry recognised professional qualification
- / Improve marketing campaign performance and enhance business results

Our portfolio mixes qualifications and shorter courses and awards:

- / Professional diplomas
- / Postgraduate diplomas
- / Professional certificates
- / Online awards, professional certificates, diplomas and short-courses



/ Key contacts

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