

Connect

Join a community of people who want to help you be great.

DMA Member Communities



DMA Communities allow *members like you* to participate in knowledge sharing, best practice development, leadership building and networking. You'll meet other smart marketers in many roles and industries. Join a DMA Community today to grow your business, your network and your career!

BE AN INDUSTRY LEADER - JOIN ONE OR MORE DMA COMMUNITIES!

Join a DMA Community and take advantage of the leadership opportunities to engage with your peers on a personal level and in a non-competitive atmosphere. You can participate in any way that fits your career standing and available time –attend a meeting, write a blog post, lead a project committee, or even co-chair a Community.

The Analytics Community

- Helps analytics professionals share knowledge and case studies to improve analytics strategies and techniques.

The Data Community

- Addresses the opportunities and challenges that make data and responsible data practices the lifeblood of 1:1 marketing and consumer trust..

The Mobile & Digital Community

- Shares the latest best practices for engaging digital-savvy, omni-connected consumers while maintaining their trust by securing and protecting privacy and preferences.

The Customer Engagement & Loyalty Community

- Investigates and celebrates innovation and strategies to improve customer lifecycle marketing and loyalty.

The Integrated Marketing Community

- Tackles the challenges of effectively integrating and aligning print and digital marketing for success.

We hope every DMA member will join a Community to add their own voice to this important membership knowledge base. All membership packages include Community membership. It's a win-win for you, your company and the industry.

JOIN NOW.

Visit theDMA.org/MemberCommunities or email Lisa Smith at lsmith@theDMA.org to learn more.

Connect

Reach buyers, decision makers, and influencers – eager to hear from you!

DMA Member Communities Sponsorship Program



Would you like to get your company’s message out to an engaged, marketing savvy audience of influencers and decision makers?

NEW: Agency Showcase

This is an ideal opportunity for agencies to demonstrate their engagement and loyalty practices and share campaign case studies. We’re booking the 2018 season now. Hurry! Contact us for details.

Why you should allocate advertising spend with DMA Member Communities.

Select from 5 highly-engaged member communities participating in their webinar series. Be instantly recognized by their Leadership Councils as a friend and supporter of their Community programs. Select one or more!

- Analytics
- Customer Engagement & Loyalty
- Data
- Integrated Marketing
- Mobile & Digital

Each Community is made up of brands, agencies and service providers, mid management and up, who are eager to hear the latest trends and applicable innovations in this data-driven marketing age. They are individuals from the over 1400 member companies that make up the Data & Marketing Association.

It’s easy. We use the very user-friendly GoToWebinar as the platform for one hour – 45-50mins for presentation allowing for Q&A at the end.

Select a Package

Community Education Sponsorship

- Present a Webinar – case study or solution-based (*non-promotional*) topic.
- Your logo on the Community & the event web pages for 6 months
 - Your white paper posted on Community web site and/or video on DMA360 member platform.
 - Full webinar registration list for your follow-up message.

DMA member: \$3K
Non-member: \$5k

Regional Community Roundtables Exclusive Sponsorship

Held in major cities around the country at a venue for 30-75 people. Present a case study or be part of a panel. [Find out more.](#)

DMA member: \$7.5K
Non-member: \$15k

&THEN Community Breakfast Exclusive Sponsorship

- The benefits of a Community Education Sponsorship,
- PLUS a 20-minute presentation at this popular learning & network kick starter during this annual &THEN conference + recognition at the conference.

DMA member: \$5K
Non-member: \$10k

Customized packages can be arranged. Contact Lisa Merizio Smith at lsmith@theDMA.org for more information.

Hurry! We’re already booking for 2018-2019.