

seminars & training programs



conferences



special interests



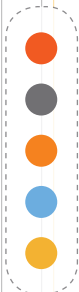
tools & services



communications



research products



Products & Services



THE POWER OF DIRECT. RELEVANCE. RESPONSIBILITY. RESULTS.

DMA^D
Direct Marketing Association



Seminars & In-House Training Programs

Advanced B-to-B Seminar:
Building High-Performance B-to-B
Lead Generation & Management Systems
www.dmab2badv.org

Advanced Copywriting:
The Fine Points of Writing*
www.dmaadvancedcopy.org

Basics of Direct Marketing
www.dmabasics.org

B-to-B Direct Marketing from A-Z
www.dmab2batoz.org

Comprehensive E-Mail Marketing Strategies*
www.dmaemail.org

Copywriting Tools & Techniques Online
(6 week e-course)
www.dmacopy.org

Creative Direct Marketing Strategies*
www.dmacreativedmstrategies.org

Database Marketing*
www.dmadatabase.org

Data-Driven Marketing:
Data Mining for Direct Marketers
www.dmadata.org

Direct Mail Production Strategies
www.dmaproduction.org

Direct Marketing Institute*
www.dmadminstitute.org

Direct Marketing Math & Finance*
www.dmamath.org

Essentials of Modeling:
An Introduction for the Busy Direct Marketer
www.dmamodeling.org

Introduction to E-Mail Marketing
www.dmaemail101.org

Law of Direct Marketing
www.dmalaw.org

Loyalty Marketing Workshop
www.dmaloyalty.org

Loyalty Marketing Virtual Seminars
www.the-dma.org/virtualseminars

Mastering the 50+ Marketplace
www.dmamature.org

Multichannel Marketing
www.dmamultichannel.org

Navigating the World of E-Mail Marketing
Virtual Seminars
www.the-dma.org/virtualseminars

Profitable Customer Retention
& Winback Workshop
www.dmawinback.org

Secrets of Copywriting:
Fundamentals for Direct Marketing*
www.dmacopywritingsecrets.org

Statistics & Modeling for Direct Marketers*
www.dmastatistics.org

Certificate in Direct Marketing
www.dmacertificate.org

In-House Training
www.dmainhouse.org

Search Engine Marketing Certification Program
www.dmasearchcertification.org

** These seminars can be applied to DMA's Certificate
in Direct Marketing.*



Conferences

Catalog-on-the-Road Conference

January / February

www.dmacatalogontheroad.org

Circulation Day

January / February

www.dmacircday.org

Washington Nonprofit Conference

February

www.nonprofit-conf-dc.org

Annual Financial Services Council Conference

February

www.dmafscannual.org

Leaders Forum

February / March

*Invitation only

Direct Marketing to Business Conference (DMB)

March / April

www.dmadmb.org

National Conference on Operations & Fulfillment

April

www.ncof.com

Directo Days Conference

April

www.dmadirectodays.org

ACCM: Annual Conference for Catalog & Multichannel Merchants

May

www.catalogconference.com

Teleservices Marketing Conference

June

www.dmatelephone.org

DM Days New York Conference & Expo

May / June

www.dmdays.com

New York Nonprofit Conference

August

www.nonprofit-conf-ny.org

List Vision

August

www.dmalistvision.org

Directo Days West

August

www.dmadirectodays.org

Catalog-on-the-Road Midwest Conference

August

www.dmacatalogontheroadmidwest.org

Insert Media Day

September

www.dmainserterday.org

The B-to-B Marketing Conference

September

www.dmaab2b.org

DMA Annual Conference & Exhibition

October

www.dmaannual.org

Senior Summit

October

*Invitation only

National Center for Database Marketing

December

www.ncdmwinter.org



Special Interest

SPECIAL INTEREST COUNCILS

Analytics Council

Segmentation, predictive modeling, data mining, and primary analytics

Broadcast Council

DRTV, radio, home shopping, interactive TV, and wireless technologies

Business-to-Business Council

B-to-B marketing that includes a direct response component

Catalog and Multichannel Marketing Council

Issues pertaining to catalogers and multichannel marketers

Circulation Council

Subscriptions, renewals, and ancillary revenue for publications

Council for Responsible E-mail

E-Mail authentication and deliverability issues

Customer Relationship Management Council

Leadership and best practices related to customer-centric and data-driven marketing strategies

Direct Marketing Agency Council

All aspects of running a successful direct marketing agency. Relevant to senior executives and owners

Directo: Hispanic Marketing Council

Direct marketing efforts to the US Spanish-speaking marketplace

Financial Services Council

Direct response marketing of insurance and financial products and services

Insert Media Council

Packages, statements, co-op mailings, and ride-along programs

International Council

Direct marketing in US and global markets

List & Database Council

List & database, brokerage, management, compilation, and ownership issues

Marketing Technology and Internet Council

Trends, issues, and development in technology for direct, database, and e-business marketing

Pharmaceutical Marketing Council

Direct marketing of healthcare and pharmaceutical products to physicians and consumers

Retail Marketing Council

Use of direct response and database marketing to improve retailing

Search Engine Marketing Council

Growth of the search engine marketing community

Teleservices Council

Inbound, outbound, e-contact, in-house, service agency, domestic, international, and other forms of teleservices

Travel and Hospitality Council

Direct and database marketing for airlines, cruise operators, hotel, timeshare, and gaming

SPECIAL INTEREST COMMITTEES

Committee on Social Responsibility

Identifies challenges germane to direct marketing companies being good corporate citizens and influences DMA members to make progress on these challenges.

Ethics Policy Committee

Reviews and revises DMA's Guidelines for Ethical Business Practice to keep the guidelines timely, specific, and meaningful in relation to DMA's stated broad ethics objectives.

Ethics Operating Committee

Investigates and examines mailings and offerings made throughout the direct marketing field based on complaints and inquiries received.

Teleservices Ethics Committee

Investigates and examines individual consumer complaints involving the teleservices industry, as well as provides direction for all teleservices marketers in adhering to ethical business practices.



Tools and Services

DMA Member Directory & Yellow Pages

A printed & online directory of all Voting & Associate members from DMA member companies.

Service Locator

A listing of vendors and suppliers from our directory of DMA member companies.

Job Bank

An online service that allows you to post a job, post a resume, search positions, and search for candidates or interns.

DMA Guidelines for Ethical Business Practice

Intended to provide individuals and organizations involved in direct marketing in all media with generally accepted principles of conduct. These guidelines reflect DMA's long-standing policy of high levels of ethics and the responsibility of the Association, its members, and all marketers to maintain consumer and community relationships that are based on fair and ethical principles.

www.the-dma.org/guidelines

Privacy Promise Member Compliance Guide

The Privacy Promise is a public assurance that all members of DMA will follow certain specific practices to protect consumer privacy.

www.the-dma.org/privacy/privacy_promise.pdf

Quick Reference Guide to DMA Ethics & Compliance Resources for Direct Marketers

Includes links to e-commerce, telephone/fax, and environmental resources, as well as general tools for direct marketers such as privacy policy generators and information on complying with federal laws governing the industry.

www.the-dma.org/guidelines/quickreference.shtml

DMA Safe Harbor Program

A Guide for Businesses

www.the-dma.org/safeharbor/businesses.shtml



Communications

DMA Daily Digest

A digital summary of the day's relevant stories.

DMA Press Releases/Announcements

Communication about DMA developments, trends, and events to local, national, and international media.

Annual Report

DMA's official Association report with comprehensive information on past performance and future projections.

Politically Direct

A regular update from DMA on the legislative and regulatory issues that affect the direct marketing community, including happenings on the hill and state by state information.

MyDMA Newsletter

DMA's customized newsletter gives you the information you want including news, white papers, events, job listings, etc.

Currents & Crossroads

DMA's monthly e-mail newsletter provides in-depth direct marketing news and developments from non-US markets around the globe.

DMA Ethics & Privacy Network Newsletter

Biweekly e-mail newsletter that provides regular updates of current ethics and consumer protection issues.

Direct Comment

Area on DMA's Web site where we seek member feedback on proposed self-regulatory ethics guidelines, best practices, and other policy statements.



Research Products

DirectLINK Online

A database of 28,000 DM-related documents including magazine articles, white papers, statistical graphs and charts, executive research summaries, speeches, case studies, and more.

White Papers

Archives of topical information from marketing experts.



Research & Statistics

DMA produces a range of reports that allow you access to the latest facts, figures, projections, and analyses of every segment and topic in Direct Marketing.

- + Statistical Fact Book: Direct Marketing Benchmarks
- + Response Rate Trends Report
- + The Power of Direct Marketing: ROI, Sales, Expenditures and Employment in the US
- + Multichannel Marketing Report
- + Reaching the US Hispanic Market: Consumer Attitudes and Buying Behavior
- + International ECHO Awards
- + Customer Prospecting and Retention Report
- + Postal & E-Mail Marketing Report
- + Quarterly Business Review
- + Direct Marketing Analytics Journal
- + Country Guide: India – Direct Marketing, An Overview
- + DMA Catalog/Multichannel Report
- + DMA E-Marketing Report
- + Creative Benchmarks Report
- + DMA Consumer Reports
- + And More!