

The outlook for 2011 is Direct!

Brian O'Kennedy
Chairman
Irish Direct Marketing Association

Welcome to our first newsletter of 2011. We have lots of interesting articles and a range of exciting events planned for 2011.

There is little doubt that for most of us 2010 was a difficult year. However, our industry has been through tough times before. In fact, the experts suggest that the Direct Marketing industry grew out of the recession in the '80s. Will our current travails nurture creativity and be the catalyst for growth in newer forms of direct marketing such as **digital, social and loyalty**?

As a small open economy we are very dependent on the global economy but most commentators are forecasting a **stronger recovery in 2011**. Many Irish companies who work with multinationals are already seeing the benefits of this acceleration in global recovery.

And how can the **IDMA help to facilitate** this recovery for our members? Last year the IDMA changed its structure to ensure a more comprehensive representation and to facilitate greater member involvement in planning and activities. This helped to drive some excellent events including our major **Loyalty and Retention Conference** at the Aviva in June with global experts from O2, Accenture, Hertz and Whitbread, **the Digital Marketing Masterclass** in January, **and the CRM** breakfast with SAAS and the world renowned **Martha Rogers** in February.

Why not join one of our committees? All IDMA members are encouraged to become actively involved in our 4 committees: **Client Services, Direct Mail, Regulatory Affairs and Digital Media**. Each committee comprises a minimum of 6 members responsible for implementing the strategy and activities under their team's remit. We recently added a **Sports and Social** team headed up by Kathy Clarke and we expect plenty of fun networking events over the coming year.

Unfortunately due to the big freeze in December we had to reschedule our AGM and the Christmas Party. The **AGM will now be held on the 10th March** at the Four Seasons followed by a networking event.

The outgoing board for 2010 is listed below and we are currently seeking nominations for both the board and committees:

- Brian O'Kennedy, Clearstream Solutions – Chairperson

- Geoff McGrath, RMG Target – Incoming Vice Chair
- Stephen Stynes, Direct Brand – Outgoing Vice Chair and head of the Digital team
- Bill Moss, Bill Moss Partnership – Secretary and head of Member Services
- Jayne Kelly Fox, Eircom – head of Regulatory Affairs
- Liam Sheehan, An Post – head of Direct Mail
- Kathy Clarke, Murray Nolan
- Asta Lund, Diageo
- Gerard O'Neill, Amarach Consulting

Su Duff was appointed **Client Services Manager** and has done a great job in getting our new website and 'Linked In' group up and running. Watch out for our newsletters and website updates for lots of useful advice, training seminars, recruitment support, codes of practice and networking events. In **Regulatory Affairs**, the IDMA continues to help shape legislation, in particular with Postal Liberalisation and the planning phase for new Postal codes.

Remember...DM performs relatively well in a downturn, so let's shake off the economic gloom together!