



IRISH DIRECT MARKETING ASSOCIATION LTD

Direct Mail Committee Review 2011

2011 was an exciting, albeit busy year for the Direct Mail committee. As with all IDMA committees, our aim was to offer our member network access to information and industry success stories across a wide range of topics, provided by experts in their chosen fields. Led by Amie Peters, Head of Direct Mail with An Post, the committee hosted some very successful IDMA events throughout the year and we are currently working on a range of new services to assist our members to do more business, more successfully. Some key highlights for this year included:-

The annual IDMA conference, 20th April, Gibson Hotel

The key focus of this event was loyalty – keeping your customers close the smart way. Our speaker panel comprised of Jonnie Cahill, O2 Telefonica; Kay Price, Superquinn; Sarah Bean, Coty Ireland and Cathy Summers from Aviva. As lunch was provided, the event gave many of us the invaluable opportunity to network with our peers across a wide range of industries, a side-advantage to all IDMA events. Attended by in excess of 100 Irish professionals, the conference highlighted the importance placed by Irish businesses on learning best practice when it comes to keeping customers loyal.

How to hang on to customer loyalty – 2012 predictions, 26th October, Aviva Stadium

Following the success of the conference on 20th April and the interest from our members on the topic of loyalty, the committee invited Loyalty & Retention expert, Leanne Papaioannou of Chilli Pepper Marketing to indicate the global predictions for customer loyalty and how to unlock value within your existing customer base. As usual, Leanne energised the masses with her outlook for 2012 with attendees back at their desks by 9.30am full of ideas on keeping customers happy!

What does 2012 have in store for our committee?

The team has been working on some interesting projects, focused around member – support and unlocking business opportunities between IDMA members. We are currently finalising two new services '**Pitch Doctor Express**' and '**Ask the Expert**'. Pitch Doctor Express will offer member agencies across all marketing disciplines a platform to promote their services and areas of expertise through an online portal whilst Ask the Expert will offer free consultancy to members from experts that specialise in everything from mail fulfilment to online marketing.

Your direct marketing committee will be in touch in the New Year with further information on scheduled events and services. In the meantime, if there is anything you would like to see more of from us, please get in touch via su@idma.ie

We would like to take this opportunity to thank our members, speakers and sponsors for their help in bringing our efforts to fruition,

The Direct Mail Committee