



Client Services Committee

Communicative, assertive and ensuring that our members receive full value from their membership throughout 2011, as the Client Services Committee we sought for engagement and involvement from members and for greater visibility of the IDMA. Our communications plan revolved around:

- Annual Certification for all members
- Quarterly Newsletter and Ezine
- Regular email of events
- Workshop programmes
- Regular Linked in and Mail alerts
- Networking events
- Social events
- Interaction with other associations
- Training Modules and Workshops
- Member retention Strategy
- Raising the profile of IDMA via The Persuaders and through guest lecturing

So, how did we do...?

Hopefully all members Existing and New received a certificate for display. If you did not please do let us know as we want this initiative to help portray a proud association.

This is the third issue of our printed Newsletter, keeping you up to date on all of our activities. Next year it will be four in the year! We'd love to include some more members' articles or share what's going on in your DM world – simply email Su if you are interested to send in news.

Su has kept us all regularly updated with Ezines and Linked in and we are delighted that already a lot of new and existing members enjoyed our conference, seminars and

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events including software training, data protection guidelines, copywriting skills and loyalty strategies.

Certainly from our part, on completion of a Digital Marketing course this year which was supported by IDMA, Kathy Clarke and I can vouch for the quality and integrity of lecturers. Conor Lynch makes it all sound very simple!! These courses and similar initiatives will be running in 2012 and we highly recommend that members take the opportunity to avail of such cost effective training. While on the topic of education, we are also investigating running the IDMA diploma again in the future.

We introduced a Social Networking event in Odessa to test the water on eagerness. Kinsley Aikins and Gary Brown filled the room with their inspirational words and the intimacy of Odessa as the venue proved to be particularly effective. More is planned for 2012, if we get sufficient interest, to help members engage in a personal and relaxed atmosphere. But to wrap the social side of this year up, why not bring along your guests to the IDMA Christmas party in the Clarence hotel on Dec 9th? We'll see you there!

We still managed 4 golf outings in 2011 and though numbers were low the solid faithful attended and generally left with the booty of prizes also. The real prize however went to Bill Moss when Bill received fellowship of the IDMA at the end of the summer.

The drive for more integration with other associations and the cross pollination of member strategies will move again in 2012 as we look to bring members to IDMA from the Chambers of Commerce and other trade associations. Our plan to retain and expand our membership is in full flight. We do need you to be an active part of the IDMA whether that is by spreading IDMA news, attending events, sponsoring initiatives or becoming involved at committee level during 2012 – so why not start considering the options now?

Finally, we would like to thank all of the Client Services Committee, Brian, Enda, Alma, Mick and Su for their continued efforts and for making 2011 a great year to be involved in the IDMA committees. It only remains to say, "Thanks and Farewell Chairman!"

Dave Furney and Kathy Clarke