



Plans for Continued IDMA Expansion during 2012

“2012 is a year in which the IDMA will continue to further its membership offering through dynamic new initiatives and strengthen the core pillars of education, best practice guidance and business networking” said Kathy Clarke incoming Chairperson of the IDMA for 2012. Kathy was speaking at the Irish Direct Marketing Association AGM where activities were reviewed for 2011.

“With membership at its peak since 2008, the IDMA plans to continue expansion in offering valuable and practical services to members while driving the conversation and agenda for direct and interactive marketing in Ireland”, she added.

IDMA members are encouraged to become actively involved in one of four committees, Regulatory Affairs, Direct Mail, Digital Marketing, and Member Services who are responsible for implementing the strategy and activities under their committee's remit.

The IDMA board for 2012 was elected as follows:

Kathy Clarke, Chairperson, Clarke Consulting Group

Dave Furney, Vice Chairperson, RR Donnelley

Bill Moss, Bill Moss Partnership

Brian O’Kennedy, Clearstream Solutions

David Connor, eightytwenty/4D

John Canacott, Publicis D

Karen Kavanagh, Neopost Ireland

Gary McLoughlin, Dialogue

Mick Cummins, will continue to look after Finance and as Company Secretary while Su Duff remains as Member Services Manager

During 2012 the IDMA is working to develop alliances with other member associations and, among other ventures, plans to launch a dedicated space for DM business pitches called Pitch Doctor Express during the first quarter. In addition their existing expert panels will be formalised by way of an “Ask The Expert” programme.

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