



IRISH DIRECT MARKETING ASSOCIATION LTD

The client services committee is responsible for ensuring our members receive full value for their membership. As part of that function we also ensure that IDMA members in turn give full value to their clients and protect the rights of consumers. For our member to display the IDMA logo as a participant in our organisation, we must ensure that we have done our best to protect the integrity of the Irish Direct Marketing Industry. The client services team is broken into 4 sub committees to meet the needs of our members and support our goals and objectives.

Communications –

- Membership services
- Updates through email, web and business media links
- Quarterly newsletter and ezine
- Interaction with UK & European organisations
- Ask the expert
- Annual Certification and member pack

Networking –

- Social, charity and networking events
- Interaction with affiliate associations
- Golf Competitions
- Direct Marketing Awards
- Seasonal events including the Christmas party (mark 9th Dec 2011 in your diary now!)

Training –

- Publication of monthly training dates on idma.ie
- Helping members fulfil their training needs
- Liaison with DPP Skillnet to provide relevant dates for IDMA members

2012 Member Plan –

- Gone away analytics
- Preparation for 2012
- Loyalty and Retention

So what have we been up to? Since the start of the year we have embarked upon a membership drive despite these stressed times for all our businesses. The new committee teams have integrated well and generated some fantastic ways of developing the

IDMA as the voice of Direct Marketing in Ireland. All of our members now receive full certification on membership as well as their website login for the members area, opportunity to be listed via our online directory and receive our membership communication updates. As well as by email, discussions are posted to Linked in and Twitter. Through our social committee we have had our second golf day in The Heritage in Portlaoise and hopefully you attended the Networking event in Odessa where you received a copy of this newsletter. If you only got it in the Post well you missed a great event! Gary Brown and Kingsley Aikins were the keynote speakers in our first summer event.

There are further plans for a Quiz Night and BBQ during summer and I would urge you all as members to get involved. Our interest in receiving new members is an “always on” button and we are constantly reaching out to people active in Direct Marketing to join and receive the full membership benefits. I would like to thank my fellow committee members for their support and focus in making this year so far a very enjoyable and involved one. Finally this is your organisation and we are looking for you to embracing it and getting actively involved. We are open to ideas - just drop us a DM piece to tell your thoughts! <<