

## Digital + Direct Marketing Association Asia

Join [D+D] today to help drive the growth of your business. [D+D] provides market insights, networking opportunities, and industry leadership perspectives that will help your company take advantage of the web and mobile opportunities that are accelerating the pace of business in Asia Pacific.

### mission

[D+D] has a dual mission to:

- maximise the value of marketers' investment by promoting best practice
- enhance the customer experience from beginning to end

### who we are

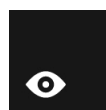
[D+D] promotes the effective use of digital and direct marketing across Asia Pacific. Our leadership and members include many of the region's senior leaders and companies from across the marketing ecosystem including marketers, publishers, agencies, research and technology solutions providers. [D+D] provides an industry meeting place, shares digital and direct best practices for customer engagement, and sets the highest standards for responsible use of customer data. [D+D] has a track record stretching back more than 20 years, bringing the Asia Digital Marketing Association (ADMA) and the Hong Kong Direct Marketing Association (HKDMA) together with a number of other groups regionwide.

[D+D] has partnerships with a wide variety of other relevant industry groups such as the Direct Marketing Association of Singapore (DMAS), HK Social, the China Direct Marketing Association (CDMA), Web Wednesday Hong Kong and others.

### [D+D] is:

- driven by pan-Asian priorities, rather than having a local or global focus
- focused on creating new connections and value-adding content
- enthusiastic supporters of all relevant events and associations

### what we do



**Advocacy:** we take an industry leadership role with relevant government entities on issues and regulations that affect our customers and our members



**Education:** we provide members and their staff with opportunities to learn and share digital and direct marketing best practice at all levels from intern to master



**Networking:** we bring together professionals from across the marketing eco-system to help build contacts, skills and careers.

### why join?

1. get Insights, case studies and best practice to help you compete in this incredibly dynamic and constantly changing landscape
2. connect with the leaders and drivers of digital, mobile and direct marketing in the region
3. benefit from our industry advocacy on issues and regulation

## our members



## leadership



Our current Board of Governors is:

Chairman	David Ketchum
Vice Chairmen	Dominic Powers & Eugene Raitt
Treasurer	Martin Randall
Governors	Jeremy Carr & King Leung
Ex-officio Governors	Lisa Watson, Jay Oatway & Napoleon Biggs
Executive Director	Kay Bayliss

## membership

[D+D] membership helps raise your profile with customers and within the industry, and demonstrates leadership by contributing to the unified voice promoting the business value of digital and direct marketing. Our membership fees are paid annually.

### TYPES OF MEMBERSHIP

#### ASSOCIATE MEMBERSHIP

Our entry level membership is open to all but members are not entitled to voting rights.

Entitled to ONE member: US\$200

#### CORPORATE MEMBERSHIP

You may nominate up to four (4) representatives, one of whom is entitled to voting rights.

Revenue (<US\$5 million): US\$1,250

Revenue (US\$5-10 million): US\$1,750

Revenue (>US\$10 million): US\$2,250

#### CORPORATE PLUS MEMBERSHIP

Our Corporate PLUS membership is available on application and an additional fee is levied on top of the above Corporate membership rate.

### MEMBER BENEFITS

#### ALL MEMBERS

Sponsorship opportunities to raise awareness of your brand

Discounted rates for regional events

Access to 2-3 industry networking events per month

Discounted enrolment fees for offered digital marketing qualifications

#### ASSOCIATE MEMBERS

Free basic listing in online membership directory

Free pdf copy of the annual *Fact Compendium Summary*

Opportunity to join Working Groups & Committees

#### CORPORATE MEMBERS

Access to the 'Members only' section on the website

Notification of relevant speaking opportunities

US\$500 sponsorship credit voucher

Job Matching Service to help you find staff

Free company listing & logo in online membership directory

Eligible to display the D+D logo - a valuable trustmark that acknowledges you comply with [D+D]'s Code of Conduct

Free unabridged hard & pdf copy of the annual *Fact Compendium*

Opportunity to Chair Working Groups & Committees

Opportunity to join Board of Governors