

Why now is the right time to join the **DCA**

It's an exciting time for direct commerce businesses, with a heady mix of new challenges and opportunities, such as:

- **Are you on top of the possibilities technology gives us for true one-to-one marketing?**
- **How do you feel about Programmatic Advertising – empowering or malign?**
- **Big data is all around us. What is relevant to your business and what isn't?**
- **Do you know how much time, effort and cost to put behind all the offline and online channels at your disposal?**
- **Radical changes in EU data laws mean businesses may risk huge punitive fines. Are you prepared?**
- **Are you fully in the picture about international opportunities and business without borders?**



Contact us today to find out more about how the **DCA** can help you navigate safely through today's business landscape.

JOIN THE DCA TODAY

Tel: 01271 855 545 | direct-commerce-association.com

The future's bright for **DCA** members – more knowledge sharing, more benefits and more involvement

Our new Council structure, with each covering a sector of our profession, has unleashed a wave of new ideas from our experts. This is reflected both in all the resources available to members in our new website – and in the ever-growing programme of events, seminars and training days.

- **Insight, White Papers, articles and related news content for the new DCA website.**
- **Best Practice guidelines.**
- **Training courses and seminars.**
- **Conference content.**
- **Networking events.**
- **Consideration of potential products or services for group buying schemes.**



There's plenty of opportunity for you and your colleagues to get involved in these DCA councils. That's good news for your business as well as for your personal development. Our principle of knowledge sharing, and the spirit of moving forward together, also means that the DCA is a pleasure to be part of – without diminishing the seriousness of our mission, getting involved is rather good fun too!



"The mail order community exists through its ability to share information and learn from the experiences of others. DCA is the next progression, an organisation created for mail order companies to further those aims and so face problems and opportunities with one voice."

Mark Wilby, Operations Director, Nauticalia

Find out more today!

CALL 01271 855 545

EMAIL jenny@direct-commerce-association.com

VISIT direct-commerce-association.com



DCA businesses are successful businesses



Here's how the DCA helps them on their way

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What can the **DCA** do for you?
 The **DCA** team is made up of industry experts who are constantly looking for ways of adding value to membership.
 Current benefits include the following, with more in the pipeline:



Knowledge + networking +
 business inspiration
Available to you now

Every direct commerce business gains from contact with other businesses. There's so much to learn from the experience of others, from formal presentations to face-to-face networking. And there are many times when acting together is better than acting alone. In group buying schemes for example, which have saved **DCA** Members many £000s.

The **DCA** extends a warm welcome to new Member companies which share a passion for delivering great results. Membership offers best practice for businesses and charities of all sizes, from entrepreneurial start-ups to well-established major players. As the commercial landscape becomes increasingly varied and complex, membership has never been more valuable.

Direct commerce defined

Direct commerce is the business of engaging customers directly. Covering offline, ecommerce, social media, TV, data and emerging technologies, multichannel expertise is right at the heart of the **DCA**.

Who has benefited from membership?



- **Your marketing team can learn about the latest thinking and case studies at low member rates, thanks to our national and regional conference programme; including training days, seminars, debates, events, and more.**
- **Network with key industry leaders to share best practice and gain advice.**
- **Representation and lobbying on key industry issues.**
- **Access to up-to-the minute industry news through regular newsletters.**
- **Complimentary annual subscription to Direct Commerce magazine and website www.directcommercemagazine.com worth £85.**

- **Discounted rates at Direct Commerce magazine events including the annual ECMOD Direct Commerce Awards.**
- **Support to find the best industry practitioners to join your business with a 15% discount off recruitment rates at Expert Register.**
- **Extensive DCA website resources covering an A-Z of direct commerce topics.**

New & renewing members can choose to receive one of the following benefits: Face to Face Catalogue Critique & Clinic, Google Analytics Healthcheck or a Comprehensive Full Print Audit
 More information on these & all DCA member benefits can be found www.direct-commerce-association.com/memberbenefits

Join the DCA now

The DCA is non-profit-making and is committed to keeping costs for Members as low as possible.

The fees are:

- Businesses with annual sales of under £1m pay just **£395+vat** per year
- Businesses with annual sales of between £1m and £5m pay **£495+vat** per year
- Businesses with annual sales of between £5m and £20m pay **£595+vat** per year
- Businesses with annual sales of over £20m pay just **£895+vat** per year



“We get a lot from our membership. The DCA Events provide us with a chance to listen to market leaders speak about their experience and I am always amazed at how open they are with advice. The networking time is invaluable and has enabled us to benchmark ourselves against much bigger companies and learn a lot.”

Catherine Jeffrey, Deputy Managing Director, TTS Group Ltd



“Charles Tyrwhitt joined DCA primarily to increase the number of swaps we could do. For smaller companies, who are still growing their skill base, DCA is a must. The contacts you make will help with recruitment of new staff, or at least in referencing people you are thinking of employing. You cannot afford not to join!”

Peter Higgins, Director, Charles Tyrwhitt



“DCA is an asset to the catalogue and direct marketing industry. It serves its members well, bringing us together and promoting opportunities to learn from each other, however disparate our products and systems may be, to everyone's benefit. We support DCA as a forum to promote initiatives to save costs, increase efficiencies and enhance sales within all of our businesses.”

Michael Shorrocks, MBI Inc