

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

Today is an exciting time for direct commerce businesses – suppliers and clients alike – thanks to a heady mix of new challenges and opportunities such as:

- **Radical changes in EU data laws.**
- **Big data and how to use it.**
- **An ever-growing number of customer touch points.**
- **International opportunities and business without borders.**
- **Technology gives for true one-to-one marketing.**

The DCA helps navigate members safely through today's business landscape, and is setting out on a new member recruitment drive. That means more opportunities than ever for supplier companies.



Boost your profile as a **DCA** sponsor

DCA sponsor packages – gold, silver and bronze – give you the opportunity to raise awareness of your company among DCA members. For details please contact info@direct-commerce-association.com

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!



"It's the only place in the UK where you can network with such a high quality of online retailing clients. DCA have a clear focus on providing plenty of ways for supplier-side members to prove their expertise and get their brand in front of the client-side."

Chloe Thomas,
Author, eCommerce Masterplan

Find out more TODAY

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DCA businesses are successful businesses



Supplier-side organisations can gain success through invaluable contacts.

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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. Client-side members are able to learn from the expertise of suppliers, and suppliers are able to demonstrate their know-how to potential clients. Current benefits include the following, with more in the pipeline:

Knowledge + networking + business inspiration for client-side and supplier organisations

Every direct commerce business gains from contact with other businesses, whether they are client-side or supplier-side. There's so much to share through formal presentations and face-to-face networking.

The **DCA** extends a warm welcome to new Members from supplier-side companies with a passion for delivering great results. Membership gives suppliers the opportunity to present their credentials to businesses and charities of all sizes, from entrepreneurial start-ups to well-established major players.

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?



- A regular calendar of events with opportunities for suppliers to deliver presentations.
- A range of sponsorship packages which raise the profile of your business with client-side members.
- Opportunities to share expertise on new developments in the Catalogue and Direct Commerce market through training days and seminars.
- Network with key industry leaders to share best practice and give advice.
- Extensive **DCA** website resources covering an **A-Z** of direct commerce topics.
- Access to up-to-the minute industry news through regular newsletters.
- Representation and lobbying on key industry issues.

- Complimentary annual subscription to Direct Commerce magazine and website www.directcommercemagazine.com worth £85.
- Discounted rates of up to 30% on ECMOD Direct Commerce Events.
- Support to find the best industry practitioners to join your business with a 15% discount off recruitment rates at Expert Register.

A special Supplier Spotlight feature each month (one per service/solution category each month - on a first come first served basis) which will be promoted on the DCA website and in the monthly DCA Talk newsletter. More information on this & 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 all Members as low as possible. Why not give us a ring right now to discuss your opportunities to become involved.

Associate Member: £795+vat per year

Associate Member – sole trader: £495+vat per year

Sponsorship opportunities from £1950+vat



“DCA gives us the opportunity to better understand our customers and their needs. The regular events provide excellent networking in a relaxed and informal way raising our profile. Speakers at the events share new and innovative views on our business.”

Alasdair Gibson, UK Sales Director, Mohn Media



“Direct Commerce Association is a window on current thinking and a good forum for suppliers to test ideas and showcase new solutions. It deals with suppliers and practitioners with equal respect and organises events where networking is well facilitated.”

Richard Stephenson, CEO, YUDU Media



“DCA has been great for networking and also meeting new clients with more than £300k of new business generated from the last event alone.”

Michelle Mahoney, Media Consultant, Royal Mail MarketReach