

WHAT IS DMASA?
DMASA, (The Direct Marketing Association of Southern Africa) is the pre-eminent Integrated Direct and Digital Marketing Association in SA.

WHAT WE STRIVE TO DO
We strive to create an environment that fosters the responsible growth of interactive and direct marketing in Southern Africa.



WHAT YOUR MEMBERSHIP INCLUDES

Information
Members can stay up to date with our regular newsletters on:

- National and international trends;
- Privacy; and
- Compliance updates.

Promotional
Accredited members receive a membership certificate and are awarded the use of the DMASA logo on their advertising collateral.

Legislation and Advocacy
Our working groups represent various industry sectors and ensure that our members are provided with training on a variety of issues, including legislation, advocacy, Codes of Practice, and more.

Mediation
Access to DMASA's Complaints Department provides members and consumers with an effective and efficient mediation of their grievances.



NETWORKING AND EXPOSURE
Invitations to workshops and networking events provide members with opportunities to interact, share and explore new ideas, business ventures, or socialise with other members.

Research and Benchmarking
Global DMA Connect ensures the exchange of global information, ideas, research, and benchmarking with 46 DMAs from around the world.

The Academy Training and Education
DMASA provides members with ongoing personal development opportunities and skills development through a variety of training programmes.

MEMBERSHIP ADD ONS

The DNC Platform for Compliance
DMASA assists members in compliance with acts such as POPIA and provide instruction and encouragement of best practices; ensuring business sustainability and the protection of consumers' constitutional rights.

DMASA Annual Benchmark Review
The Annual workshop offers members a look at trends and innovations in the year ahead. The review reveals the latest benchmarks, ROI information, trends, inside information on the implementation of successful campaigns and more.

Annual DMASA Research Survey
The Assegai real time survey results are published in the annual research review. Members receive a book and CD that includes trends, research, innovation, insights, and predictions collected from industry peers during the Assegai Awards Judging.

Data Protection Compliance Programme (DPCP)
The DMASA Compliance Portal enables, quick, easy and cost-effective access to an online risk assessment process, which offers users:

- Online training opportunities through DMASA's E-Learning Portal.
- An automated document generator for necessary compliance documentation.



The Assegai Coffee Table Book
The book highlights the best in IDM creative work, showcases return on investment and benchmarks. DMASA Members are provided with sponsorship and advertising opportunities in the Assegai Coffee Table Book.

Assegai Awards
The Assegai Awards acknowledge and awards those whose Integrated Marketing campaigns deliver exceptional results. The Assegai Awards have become a renowned event that allows industry to create a benchmark which encourages robust growth in industry creativity. Members are provided various opportunities at the awards such as a sponsorship or other business opportunities