



## **DMAB Business Plan 2017–2020**

The Direct Marketing Advisory Board (DMAB) is a working group with active membership and participation from private companies and industry associations. It comprises designated operators of UPU member countries and private-sector companies and associations. It has functions under the Postal Operations Council and is self-financed. Its activities benefit both members and non-members. Its functioning is governed by the DMAB Rules of Procedure, approved by the POC.

The DMAB provides its members with training, research, communications and networking to promote and support postal direct marketing activities and preserve the value and volume of mail.

### *Objectives*

- Foster the development of direct marketing markets as a means of promoting economic and market expansion;
- Position designated operators as important direct marketing channels;
- Increase market knowledge and develop expertise in direct mail and direct marketing as essential tools for strategic decision making;
- Educate designated operators and other stakeholders about direct mail and direct marketing as used by businesses to acquire and retain customers;
- Provide training, research, communications, outreach and networking to promote and support postal direct marketing activities and increase the value and volume of mail.

### *Activities*

- Communications and membership promotion: Campaign to attract new members, both postal and non-postal.
- Training:
  - Organization and deployment of DMAB workshops (at least one per region during the cycle);
  - Organization of DMAB conferences in Berne (biannually);
  - Collaboration with restricted unions and private sector for the organization of events of interest to DMAB members;
  - Creation of online direct marketing educational tools.
- Research and information:
  - Conduct of specific direct marketing-related studies, as defined by DMAB members;
  - Revision of the DMAB survey on the provision by designated operators of direct marketing-related products and services;
  - Establishment of an online platform and other information tools for the provision and sharing of direct marketing information relevant to the development of direct marketing markets;
  - Promotion of postal direct marketing media.
- Outreach and networking: Collaboration with direct, interactive, digital and data marketing associations worldwide, to establish synergies and achieve common objectives.

- Performance indicators:
  - Number of DMAB members;
  - Number of training events held in UPU regions and number of participants;
  - Creation and use of online direct marketing education tools;
  - Number of conferences held during UPU council sessions and number of participants;
  - Number of case studies and other direct marketing studies published;
  - Number of designated operators offering direct marketing-related products and services;
  - Online platform established and maintained;
  - Number of activities held in collaboration with institutions with common objectives.