



EADIM
THE EUROPEAN ACADEMY OF
DIRECT & INTERACTIVE MARKETING

DMA_s INFORMATION PACK



WHY EADIM

EADIM (The European Academy of Direct and Interactive Marketing) will launch its first Certificate in Direct and Interactive Marketing in June 2008.

This will be a pilot course and, if it goes well, it will be followed by more courses in the future, starting in the latter part of 2008.

Before giving an overview of the course, it is important to spare a few words about EADIM, the first school of its kind in Europe.

There are, of course, other schools and courses providing professional education.

All of them though, including the most successful, such as the IDM in UK and ICEMD in Spain, cater for the educational needs of their respective country's marketing people.

Unlike these others, this course has been created with the needs of Europe as a whole in mind, in particular the needs of those countries that have recently joined Europe and are now experiencing economic growth.

Available research suggests Direct and Interactive Marketing are booming, often because of International firms expanding to these regions.

There is, however, a lack of structured, systematic, high-quality education – meaning that firms find recruiting challenging and people find it difficult to advance their career without an appropriate qualification.

EADIM was created to supply just that.

- ✓ For local players and large international corporations that want to gain recognition in the DM industry and help raise its standards;
- ✓ For marketing directors who need to train their staff or to assess the abilities of new recruits;
- ✓ For marketing/campaign managers who want to advance in their career and want to learn more about direct marketing;
- ✓ For entrepreneurs who want to explore direct routes to market;

EADIM, through its high-calibre tutors, provides technical knowledge and practical tools that will allow every student/attendee to plan and implement a direct marketing strategy, understand and evaluate results and deliver return on investment (ROI) to their business.

What's more, EADIM was created under the auspices of FEDMA and in association with local DMAs that do not have educational systems in place, thereby helping them to fulfil part of their purpose.



ABOUT THE EADIM CERTIFICATE IN DIRECT AND INTERACTIVE MARKETING

The course will cover the following subjects:

Module 1 – The basics of Direct and Interactive Marketing

Once this module has been completed, students will have an adequate understanding of:

- What is D&IM and what it is not
- Why modern integrated D&IM is playing an increasingly important role in marketing strategy
- How D&IM can build and develop brands
- The direct and interactive marketing's three main tasks - customer acquisition, development and retention
- The Pareto principle - why identifying high value customers is essential
- The catalysts of change in modern marketing
- The differences between distance selling and interactive marketing
- Direct marketing in real-time - interactive marketing
- How interactive marketing is different

Module 2 – The European Legal and Social context

Once this module has been completed, students will have an adequate understanding of:

- The various legislations affecting D&IM
- How to integrate these into a marketing plan/ campaign
- Data Protection and Privacy, electronic communications and the European Directive, self-regulation and codes of practice
- The pitfalls and opportunities of international direct and interactive marketing
- The consumer and technological landscape of the future
- Fulfilment challenges for International businesses

Module 3 – The customer as the only profit centre – segmentation, targeting and customer focus

Once this module has been completed, students will have an adequate understanding of:

- The complexities of customer contact and behavioural data
- How that data should be stored and the implications when it is not integrated
- Strategic role of customer databases in planning, setting communication objectives, determining contact strategies, response management, performance monitoring, relationship building and competitive analysis
- Setting up a customer database - structure, function, data sources, software, processors
- What customer loyalty is and is not
- The business value of loyalty and customer lifetime value
- The customer journey and loyalty drivers



- Creating a loyalty framework and focussing on high value customers
- Setting up a basic retention programme; welcome, cross-sell, up-sell, reactivation, renewal
- Using Lifetime value's to drive differentiated service propositions
- Assessing the value and relevance of loyalty cards/club concept
- The importance of "moments of truth"
- Empowering staff to deliver the "customer experience"

Module 4 – I&DM, a numbers game (research, testing, result analysis and Lifetime Value - LTV)

Once this module has been completed, students will have an adequate understanding of:

- What is testing?
- Why test?
- The 7 key marketing variables
- Constructing your test matrix – direct mail and e-mail
- The statistical principles of testing
- Samples and sampling methods
- Testing for smaller users
- Testing when response rates are low
- The cost of testing
- Monitoring and evaluating test results
- Testing and measuring performance in the different media
- What is “customer lifetime value?”
- The factors affecting customer lifetime value
- How we use LTV analysis
- Using LTV analysis to compare the effectiveness of various marketing strategies
- Useful market research techniques for interactive and direct marketing

Module 5 – Where to find customers – media planning and integration

Once this module has been completed, students will have an adequate understanding of:

- The role of brands and mass advertising communications
- Media channels in a multi media age
- Getting organised for media neutral planning
- Building brands through response and optimising integrated communications
- What makes direct marketing media different from non-direct media?
- Reviewing the options for assessing media owners, including in-house versus brokers and agencies
- Planning, scheduling, negotiating and buying media on and offline
- Unique characteristics of addressable media (direct mail, email, fax, phone, SMS) - lists, costs, duplications, privacy
- Press, inserts and door-to-door - formats, costs and response
- Telemarketing - in-bound, out-bound, role of contact centres
- Terrestrial and satellite direct response TV and response radio
- Field marketing and ambient media
- Developing digital marketing campaigns



- Online web advertising and email/permission marketing
- Interactive TV, mobile and SMS - the advance in digital marketing

Module 6 – Getting people to act – creative for D&IM

Once this module has been completed, students will have an adequate understanding of:

- Principles of direct marketing creativity: rules, objectives and principles, awareness and response, the proposition, features and benefits, AIDCA
- Direct marketing creativity in practice: tone and style, how the use of data defines the creative content, creative for different media
- The four stages of briefing: the client brief, the pre-brief, the written brief, the briefing
- Reviewing creative work
- What makes effective on and offline creative
- Processes by which creative concepts are produced, amended, approved and produced
- Principles of creative evaluation
- Analysis of successful campaigns that delivered great ROI

Module 7 – Planning for D&IM – strategy and campaigns

Once this module has been completed, students will have an adequate understanding of:

- The four stages of marketing planning
- What the strategic marketing plan is and why it is needed
- Internal and External analysis
- Objectives and strategies
- Communication strategy
- Writing the plan
- Managing and actioning the plan
- Defining the status of a campaign
- Measurement, analysis, forecasting and control
- Creating a direct marketing budget

Module 8 – D&IM in practice

Once this module has been completed, students will have an adequate understanding of:

- How successful businesses have been built using D&IM techniques
- D&IM for charities
- D&IM for B2B
- D&IM for Financial Services
- D&IM for Mail order
- D&IM for publishing
- Sales promotions
- How to recruit good people



THE OBJECTIVES OF EADIM

EADIM aims to set and improve the standards of the Direct and Interactive Marketing profession in continental Europe:

- ✓ By providing comprehensive, systematic education in Direct and Interactive Marketing (henceforth D&IM)
- ✓ Delivered by international authorities, current practitioners and teachers
- ✓ Under the patronage of and overseen by FEDMA

The EADIM Certificate in Direct and Interactive Marketing will give its students:

- ✓ The theoretical and practical tools to enter the D&IM industry if they are currently involved in an other industry, or take their professional expertise to the next level if they are already in the D&IM industry;
- ✓ The theoretical and practical tools to plan and implement a D&IM strategy, understand and evaluate results and deliver ROI to their business
- ✓ The opportunity to meet internationally renowned personalities within the industry;
- ✓ The opportunity to gain a recognised professional qualification;
- ✓ The opportunity to network;
- ✓ The opportunity to meet big players in the industry.

The syllabus covers all aspects of D&IM – it is underpinned by academic rigour and was created by leading practitioners and teachers.

It is delivered in 8 modules (total of 140 learning hours) providing an exhaustive examination of direct and interactive marketing, its tools and techniques, its relationship to other marketing disciplines and its use within an integrated marketing communications strategy.

Who should attend?

EADIM has two natural audiences:

1. Employees of large international organisations and/or suppliers to the DM industry which:
 - i. Already have or are planning to have a presence in Europe;
 - ii. Are committed to education
 - iii. Will benefit either directly (opportunity to train their own staff) or indirectly (opportunity to be recognised as committed to improve industry standards) from the services offered by EADIM
2. Independent students:
 - i. Marketing/campaign managers who want to advance in their career and want to learn more about direct and interactive marketing;



- ii. Entrepreneurs who want to explore direct routes to market;
- iii. Staff of large companies.

What are their needs?

1. Employees of large international organisations and/or suppliers to the DM industry

- Need to train their staff/clients;
- Need/opportunity to contribute to the industry development;
- Need/opportunity to network;
- Need/opportunity to get in front of likely prospects;
- Need/opportunity to establish themselves – or reinforce their position – as “owners” of the discipline at International level;
- Need/opportunity to be associated to a worthwhile project.

2. Independent students:

- Need to enter the D&IM industry – if they are currently involved in another industry;
- Need to take their professional expertise to the next level – if they are already in the D&IM industry;
- Need/opportunity to meet internationally renown personalities;
- Need/opportunity to gain a recognised professional qualification;
- Need/opportunity to network;
- Need/opportunity to meet big players in the industry.



SUGGESTED LITERATURE

EADIM will mainly use FEDMA's European Reading list.

A copy of Commonsense Direct and Digital Marketing by Drayton Bird will be given to all students.

PEEAC CERTIFICATION - READING LIST

I. Direct Marketing (Certificate and Diploma)

Successful Direct Marketing Methods, Seventh Edition, By Bob Stone, et al, Hardcover

2239 Tested Secrets for DM Success

Maximarketing

IDM Direct Marketing Guide

II. Interactive Marketing (Certificate only)

High-Performance Interactive Marketing, By Christopher Ryan, Hardcover



PRACTICALITIES

As mentioned earlier, this will be the pilot course, upon which the success of EADIM depends.

The course will commence on 8th June 2008 and will finish in June 2009 – having delivered 140 teaching hours and having covered all the subjects highlighted in the PEEAC core competencies relevant document.

As the course is targeted to an international audience, we have had to deal with a few logistic issues.

In particular, we wanted to deliver as much as possible of the teaching face to face, because we believe it to be the most effective way of doing so. But, at the same time, we had to come up with something that would make it easy for people from different countries to attend.

The solution that in our view best addresses both issues is the proposed course format – a combination of face-to-face and online teaching.

Course Format

Activity	2008							2009						Total Hours
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
1. Face to Face teaching	48 hrs													48
2. Assignment		3 months/min 20 hrs												20
3. Webinars		2 x 2 hours per month						2 x 2 hours per month						32
4. Assignment Debrief								3 hr						3
5. Q&A Sessions		1.5hr	1.5hr	1.5hr	1.5hr				1.5hr	1.5hr	1.5hr			10.5
6. Revision												20 hr		20
7. Exam													6.5 hr	6.5
Total Teaching Hours													140	

The course will be started with an intensive, one-week, residential seminar.

The seminar will be held in Brussels, between 8th June and 14th June.

During the week, well-know personalities of the International Direct and Interactive Marketing industry – all of whom are experienced teachers, too – will cover the essential topics, delivering 48 hours of face-to-face training. (Please refer to the “Course Schedule” for details of subjects taught, hours per subject and speakers. Speakers full biographies will be presented during the meeting on 7th March).

At the end of the seminar, students will be given an assignment (project) that will have to be delivered by September 15th.

Each assignment will be individually checked, marked and returned to the students in Jan 2009. Students will also have the opportunity to learn from everybody’s mistakes during a general assignment debrief session in January.

The remaining teaching hours will be delivered through live webinars.



Students' feedback is encouraged throughout the course, both through personal email contact with the tutors, and through planned Q&A sessions.

A sense of community will be encouraged through the availability of discussion boards on the website (discussion groups will have moderators).

A 6.5 hours exam will take place in June 2009 – in preparation for which a 20 hours assisted revision will be offered.

The exam will consist of a case study for which they will have to write a marketing plan, including budget and LTV calculation, plus a piece of creative to review, plus 10 open questions.

The exam results will be available in September 2009. The course will finish with an optional graduation ceremony in November 2009.

Speakers

The following table shows the confirmed speakers. The list will be updated in due course with more speakers of similar calibre.

SPEAKERS' BRIEF INFORMATION	
Brian Thomas (UK) – Former MD Saatchi & Saatchi Direct, London. 40 years' experience as client, agency man and teacher.	Alastair Tempest (Belgium) – Director General, FEDMA
Nicola Mc Cormick (UK) – Leading expert on the legalities of DM	Jon Epstein (UK) – Co-founder of Results (then sold to Wegener), formerly Database expert at firms incl. Amex & Coca Cola.
David Cheek (UK) – over 20 years' experience as teacher and practitioner	Srikumar Rao (USA) - Rao received his Ph.D. from the Graduate School of Business, Columbia University. He conceived Creativity and Personal Mastery, a pioneering course that is one of the highest rated at Columbia Business School and London Business School.
Martin Chilcott (UK) – Former Marketing Director of Thompson Holidays, previously senior executive at Amex.	Malcolm Auld (Australia) – Author “Direct Marketing Made Easy” and “Email Marketing Made Easy”, best known Australian authority
Steve Harrison (UK) – Founder of HTP-Wunderman and former Creative Director, O&M Direct	Drayton Bird (UK) – Author, “Commonsense Direct Marketing”, former International Creative Director and Vice Chairman of O&M Direct. 50 years' experience as entrepreneur, agency man and teacher.
Ales Lisac (Slovenia) – Teacher, practitioner, entrepreneur. Founder of Lisac&Lisac. Have helped more than 25000 Slovenian entrepreneurs and organized the largest marketing seminar in Slovenia ever – 4000 participants! He's worked in 6 countries throughout Europe.	Rowan Gormley (UK) - Founder of Virgin Wines, Virgin Money the Virgin Bank, now called the One Account. Had 7 glorious years in private equity, and managed to launch 3 new Virgin businesses, all of which have gone on to great things.
Paul Mitchel (UK) – Head of Marketing, Everest – one of the leading home improvement firms in the UK and the most profitable due to investments in Direct Marketing.	James Johnson-Ferguson (UK) – He runs his own company Catalogue Services that manages projects to improve client's profitability. James has an MBA from London Business School. He specialises in reducing the costs of each mailing pack to optimise the return on investment.



PRICING STRATEGY

EADIM will adopt a fixed price strategy (€3,500 for attendance to the pilot course), with discounts available for early bookings (€3,000) or through partnership deals (limited number of free places and discounts on extra bookings).

Students will be responsible for their own accommodation and travel costs for the face-to-face phase in June. Food and beverage will be provided during the six days.



HOW WE CAN HELP EACH OTHER

EADIM will offer something your members (and their staff) want. It will attract new members, too, because of its clear benefits to a firms that rely on direct marketing, the media and suppliers of postal services, telephony, print, software, list, and database development.

A huge, multi billion Euro industry. And as they are all precisely the businesses you need as members, you and we can now give them something they desperately need: a proper European-wide training programme.

This is not designed to replace your own events or training programmes. It will give them an extra dimension.

So, if you are interested, this could be the start of a real partnership:

1. We will recruit 120 English-speaking students paying €3,000 - 3,500 each for a one year course. It does not include overnight accommodation and travel expenses, but it does include food and beverage during the day.
2. We will create promotional material you can translate into your language** This will include e-mails, website copy, letters, interviews and articles for your magazine or newsletter.
3. When you become associated with us, Drayton Bird will personally be happy to help you in any other way possible, besides things directly to do with EADIM.
4. You will have direct access to all the teachers. They can supply material and ideas to interest and benefit your members.
5. Your involvement will be featured in all the promotional material and articles
6. All you have to do is promote the new Academy to your members - in a magazine, in a mailing, in a broadcast e-mail, on your website, through PR or free ads.
7. You don't have to invest anything, but we would like local sponsors.

How you could help us	How we could help you
- Access to mailing/ emailing lists	1 FREE place + 1 FREE place for every 5 bookings provided by you
- PR contacts	Half-price in-house training for your staff or for member firms
- Mention in any regular communication	Logo featured in every piece of local communication, online and offline
- Link on website	Logo featured on room dressings at the event
- Introduction to likely local sponsors	Name mentioned in all local and relevant International PR
	Free stand in the break room at the event
	Creative, administrative and logistic support in promotional activities

*** Even though people speak English they prefer to be written to in their own language*