



Data Management Association (DAMA) Overview

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The AI Dataverse, Belfast
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DAMA-I serves global data citizens by providing a community space for knowledge sharing, recognizing professional achievement, and promoting ethical and effective data practices, resulting in responsible and effective data management worldwide.

DAMA International Mission Statement

DAMA International non-profit, vendor-independent, voluntary organisation www.dama.org

- Founded in 1988 in Los Angeles
- Supports all professionals working in information and data management
- Now global, with 100+ chapters (Affiliated & Forming) on every continent:
 - North America
 - Central & South America
 - Middle East
 - Asia
 - Africa
 - Australasia
 - Europe

Why Does DAMA Exist?

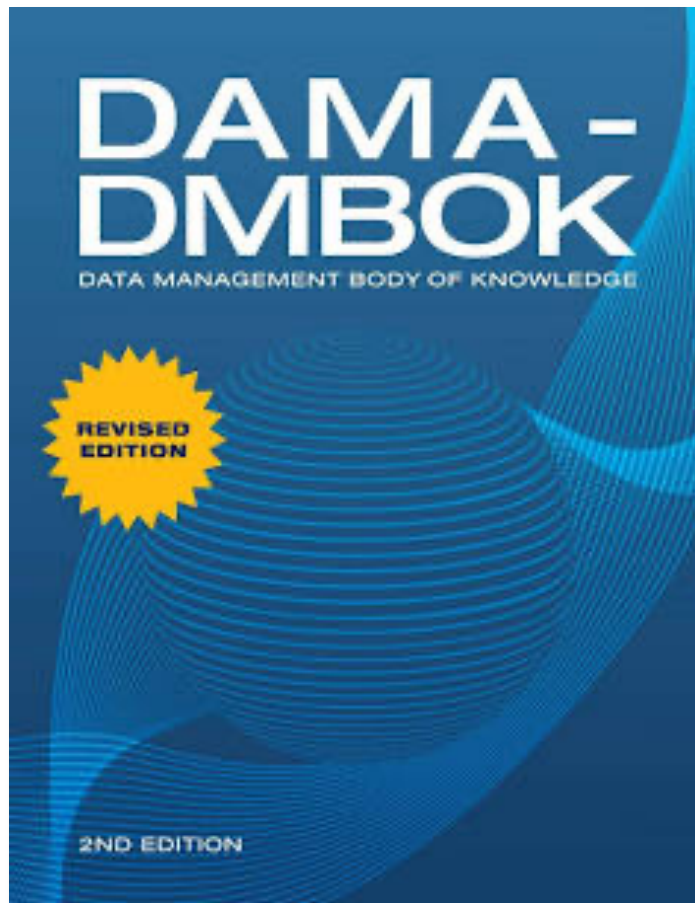


THE EVOLUTION OF DATA MANAGEMENT FROM CRAFT TO PROFESSION

Why Does Data Management Need to be Recognised as a Profession?

- * The world is becoming data driven
- * Organisations recognise that digital products & services will increasingly be the norm in the future
- * Data management skills will be increasingly required to deliver these:
 - * Private Sector
 - * Public sector
- * Most organisations need better data management capabilities; many are still lagging behind the curve

Data Management Body of Knowledge (DMBOK) – Revised Edition 2 March 2024



**Available as a printed
book or PDF download**

Print Version

Via <https://www.dama-uk.org/sys/website/?pageId=18215>

Current Cost **£70.00** (£60.00 if DAMA UK member)

OR

Via Amazon UK website. Cost **£65.62**

PDF Download

Via <https://technicspub.com/dmbok2/>

Current Cost **\$79.95** (£62.75)

CDMP (Certified Data Management Professional)



<https://www.dama.org/content/certification>



Overview



About DAMA UK: Our Purpose & Governance

OUR CHAPTER

- Like DAMA International, **DAMA UK** is a non-profit, vendor-independent, voluntary organisation
- Created in April 2003
- Affiliated Chapter of DAMA International
- Probably the world's largest single DAMA chapter...

OUR MISSION

We nurture a community of data professionals in the UK, to manage data and information as a key asset. We do this by connecting people, providing resources, and supporting development.



OUR GOVERNANCE

- Run by a voluntary Committee of 15 people
- Our Committee is elected by our membership, but we also co-opt people where they have specific skills we require
- We are all volunteers, but we do employ:
 - 2 PT administration managers to help run the organisation
 - An external agency to manage our social media accounts

Membership Tiers – Individual Membership

Individual
Membership

£60 per year

Student
Membership

£30 per year
(once Student
status is
confirmed)

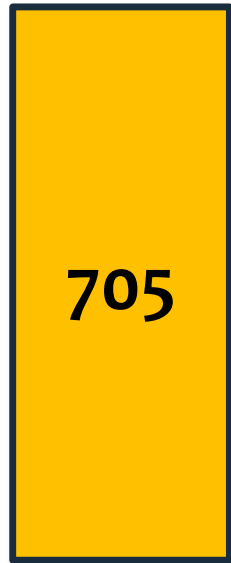
** All prices are per annum, and inclusive of VAT*

Membership Tiers – Corporate Membership

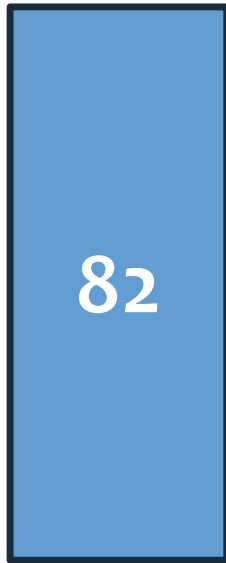
Bronze		Silver		Gold		Silver +		Platinum	
£300	5 Members	£540	25 Members	£2,100	100 Members	£2,400	25 Members	£4,200	500 Members
						Event Sponsorship Opportunities		Dedicated Relationship Manager	

** All prices are per annum, and inclusive of VAT*

PUBLIC & PRIVATE SECTOR CORPORATE



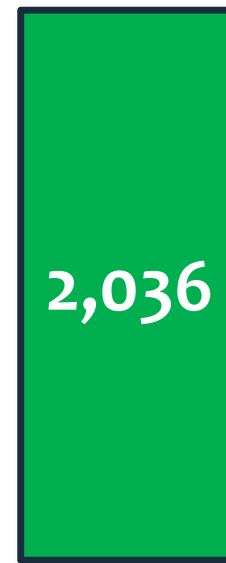
**INDIVIDUAL &
STUDENT
MEMBERS**



**CORPORATE
MEMBERS
(ORGANISATIONS)**



**CORPORATE
MEMBERS
(INDIVIDUALS)**



**TOTAL
MEMBERS**



CDMP Training: UK Bootcamps

- * Three day on-line course, run quarterly
- * Covers the syllabus for the Data Management Fundamentals Exam
- * Includes exam fee
- * Pass leads to CDMP(A) with option to sit further exams
- * Available only to DAMA UK members
- * £950 per seat



2024

142 members attended **6** Bootcamps



Chris Bradley
Course Tutor
DAMA UK
Committee
Member



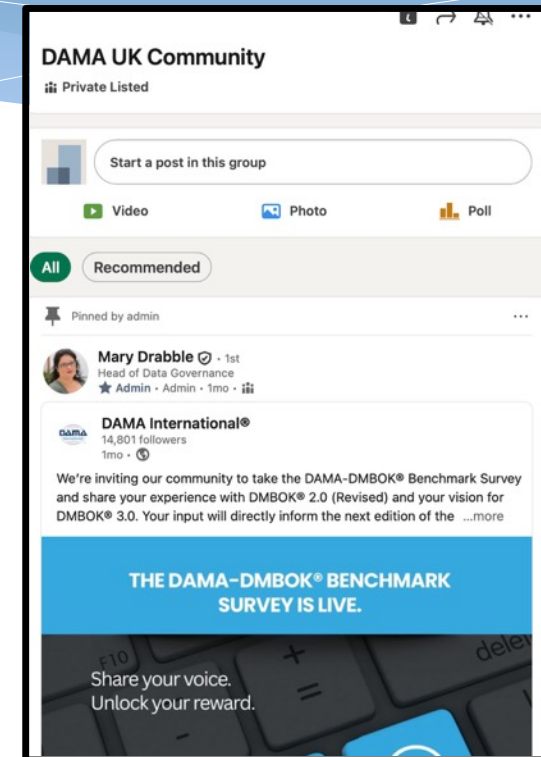
DAMA UK Website & Social Media: Public & Member Only Resources



To find out more about DAMA UK and to become a member see the DAMA UK website at:

<https://www.dama-uk.org>

For more information on DAMA UK, please contact
info@dama-uk.org



Go to <https://www.linkedin.com/groups/2470543/>

Currently 6,491 followers globally

Webinars & Events

❖ Webinars:

- Public – free to all (1 per month on Brighttalk – 10k + people currently subscribed)
- DAMA UK members only (1 per month on Zoom / YouTube)
- All webinars recorded and available

❖ Regional Meet Ups (F2F):

- Northern Data Group
- Scotland
- Wales
- Midlands
- **Northern Ireland**

❖ National Events (Virtual and F2F):

- 10% Discounts at IRM UK F2F Data & AI events
- Free joint events with the Open Data Institute (ODI) & the British Computer Society (BCS)



Mentoring



Mentoring Scheme Objectives

MENTORING

“A developmental partnership through which one person shares knowledge, skills, information & perspective to foster the personal and professional growth of someone else”

UNIVERSITY OF SOUTHERN
CALIFORNIA

Launched in 2012 to:

- Provide an introduction service to new and existing members so that people requiring mentoring and those willing to act as mentors can be connected
- Serve as a value add DAMA UK service, thereby helping to retain current members and sponsors and to attract new members and sponsors
- Help improve the skills and expertise of all DAMA UK members by spreading skills, expertise and best practice

CURRENT STATUS

- Number of active mentors - 42
- Number of active mentees – 67+
- Number of mentees awaiting mentors - 6



Mentoring Coordinator
Mary Drabble
DAMA UK Chair

Overview of DAMA Ireland

* Ellie / Carl to add