



## **DAMA UK: A BRIEF OVERVIEW**

**Unleashing the Data Dragon:  
Creating a Data Driven Wales**

**Nigel Turner (UK Committee Member  
& DAMA EMEA Liaison Lead)**

**Thursday 20 June 2024**

# History & Context



**DAMA = DATA MANAGEMENT ASSOCIATION**

**DAMA International** non-profit, vendor-independent, voluntary

[www.dama.org](http://www.dama.org)



- Founded in 1988 in Los Angeles
- Supports all professionals working in information and data management
- Now global, with 100+ chapters on every continent
  - North America (37 Chapters)
  - Central & South America
  - Europe
  - Middle East
  - Asia
  - Africa
  - Australasia

# About DAMA UK: Our Purpose & Governance



## OUR CHAPTER

- **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 20 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:
  - A PT administration manager to help run the organisation
  - An external agency to manage our social media accounts

# DAMA UK:

## Current Membership & Types



### TOTAL

1,879 current members

Includes *Individual* &  
*Corporate* Members

### INDIVIDUAL

722 current members

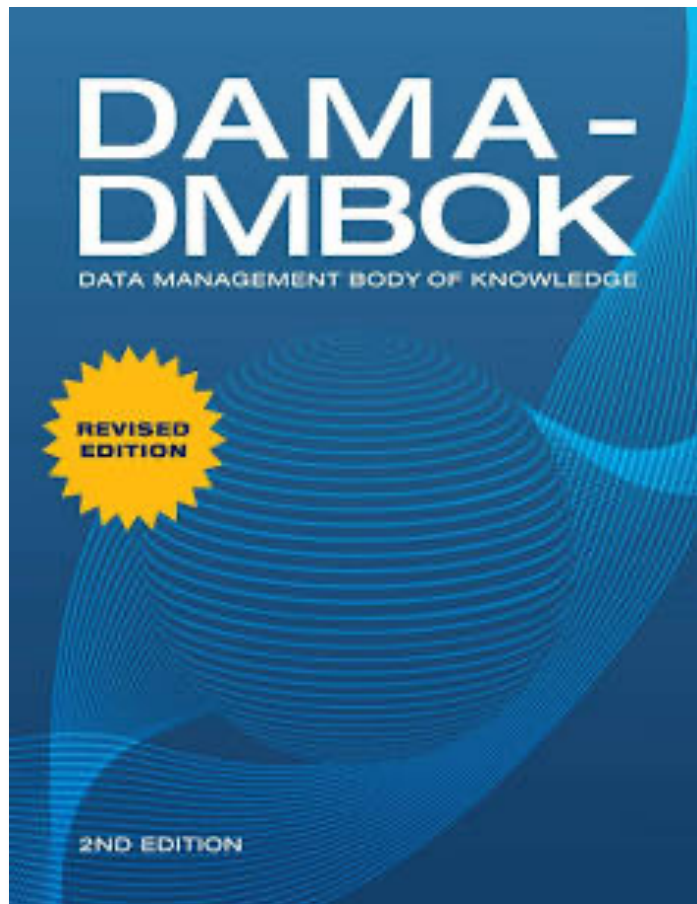
£50 a year (full)  
£25 a year (student)

### CORPORATE

81 current member  
organisations

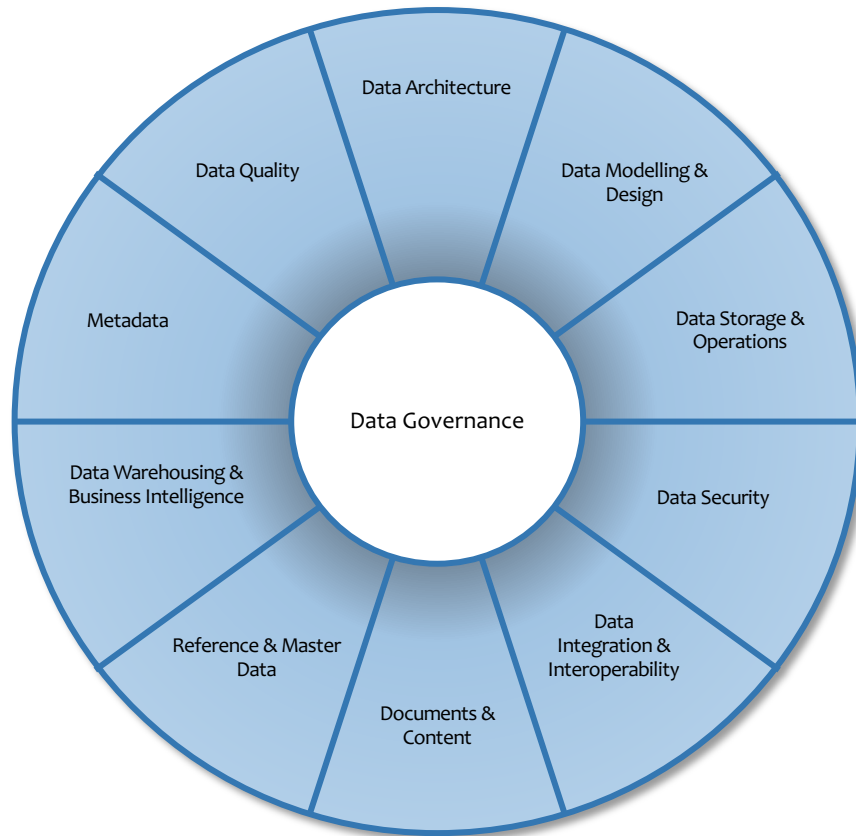


# Data Management Body of Knowledge (DMBOK) – Revised Edition 2 March 2024



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

# DMBOK – Revised Edition 2 2024



**11 DATA DISCIPLINES**



**FUNCTIONAL AREAS**

# CDMP – Professional Advancement





# 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



**2023**

**91** members attended **4** Bootcamps



**Chris Bradley**  
Course Tutor  
DAMA UK  
Committee  
Member



# 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 - **36**
- Number of active mentees - **70**
- Number of mentees awaiting mentors - **3**



**Mentoring Coordinator**  
**Mary Drabble**  
**DAMA UK Committee**  
**Member**

# Webinars & Events

## ❖ Webinars:

- Public – free to all
- DAMA UK members only
- 1-2 webinars per month

**Brighttalk: DAMA UK public webinars now have 6,000+ direct subscribers across the globe**

## ❖ Regional Meet Ups (F2F):

- Northern Data Group
- Scotland
- Wales & the West
- Midlands
- Northern Ireland

## ❖ National Events (Virtual and F2F):

- Joint DAMA UK / BCS Event  
London (TBC)
- IRM UK Data & AI Conference  
Europe, London, October 2024



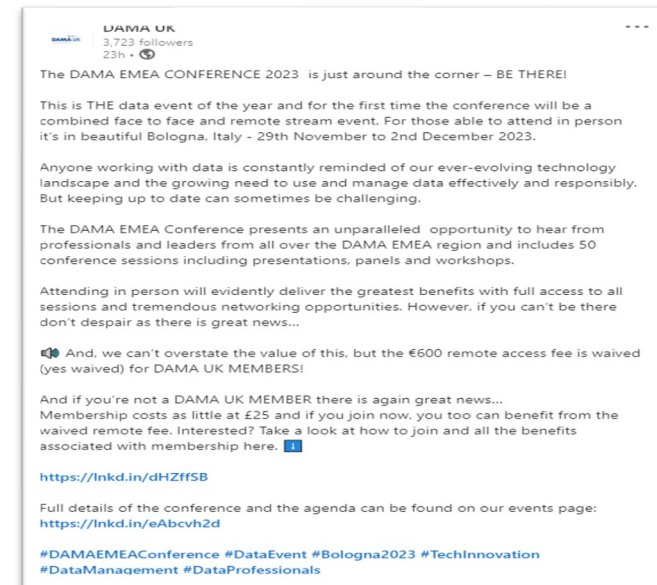
# Growing Social Media Presence



DAMA UK – 2,700+ followers  
<https://twitter.com/damauk>

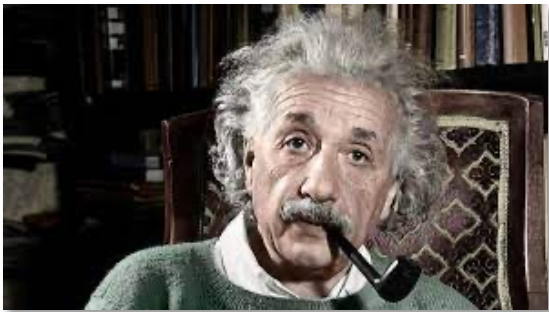


DAMA UK LinkedIn Page – 5,000+ followers  
<https://www.linkedin.com/company/dama-uk-ltd/>



# Summary

**"Strive not to  
be a success,  
but rather to be  
of value."**



**Albert Einstein**

**For more information and to join DAMA UK go to:**

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



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