



DAMA UK – Advice to Presenters

DAMA UK is a vendor neutral association of data professionals in the UK. As a voluntary non-profit organisation we are always grateful to any individual or organisation willing to support DAMA UK by offering presentation sessions at our events, whether face to face meetings or webinars. If presenting please bear in mind however that our members are generally well versed in the range and types of tools and technologies available in the data management domain.

Feedback derived from previous DAMA UK events has consistently indicated that sessions which focus on data management thought leadership education and / or real life implementation case studies are invariably the best received by attendees. In contrast, sessions from software vendors or others which try to hard sell specific products or tools are generally not popular with our members. So when presenting at a DAMA UK event please bear this in mind.

For a formal statement of our vendor policy see below:

DAMA UK Vendor Policy

1. DAMA UK follows the DAMA International Vendor Neutrality policy, which states that “DAMA International is a vendor-neutral organisation. If we endorse something, it means that we consider it to be relevant to our members and the wider Data Management community. This means that we do not endorse any person, organisation, good or service as being better than another, or as being the best, and any such interpretation will be denied by us and could lead to the withdrawal of the endorsement.”
2. Where vendors or other commercial organisations are presenting to the DAMA UK membership, by any means including (but not limited to) at meetings, through on-line presentations, or via white papers, suggestions or statements that one product or service is superior to others may not be made (such as ‘Datatool X is better than Databox Y’). Factual statements may be fine (‘Datatool X has these functions, and Databox Y offers these’, or ‘Here are the benchmark tests and results for these tools’, depending on how they are presented.)
3. DAMA UK will publicise presentations, white papers, etc. to our members, through emails and our website, and by whatever other means we deem appropriate.
4. DAMA UK will not share our membership list, attendees/registrants, or mailing list with any third party, except as required by law.
5. DAMA UK may agree to send information to our members on behalf of vendors, if we believe that it will be relevant and interesting to them. This may include information about conferences and user days, special offers, discounts available to DAMA UK members, and other relevant communications. We will not necessarily send such information out immediately we receive it, and may combine it with other items, to avoid bombarding our members with too many emails.

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6. If requested by a presenter, we will offer attendees or registrants for a DAMA event the opportunity to have their contact details passed to the presenter or their organisation, under conditions to be clearly stated and agreed at the time. (For example, that the contact details supplied may be used for one follow-up email, and will not be used again unless the contact specifically agrees to or requests it.)
7. In the event of DAMA UK learning of a breach of the agreed conditions in point 6, the organisation will, at the discretion of the board, be banned from attending and/or presenting to DAMA UK for a period to be decided by the board, and may be reported to the Office of the Information Commissioner if the board feel that the breach is of a nature where a legal complaint is required.