

## About DM2Media

*It started with a gathering...*

***Nick Friese, a digital media and publishing pioneer had this idea that high level digital media and marketing professionals should gather regularly to share ideas, strategies, best practices, and best-of-breed solutions in the areas that were most in need of them. So the first result of this sharing was DM2Events.***

***DM2 Events: Created by Digital Publishing, Media and Marketing Insiders***

"We've been busy at DM2 Events creating THE event company for the digital content, media and marketing industry. I felt it was about time to create a company that had people who were passionate about, and were truly experts in digital publishing, media and marketing. Moreover, people who were driven to create better events and build community for the companies and people in the digital content space. Thus, we've successfully created and run [DPAC I, II & III](#),, [DIGIDAY:MOBILE](#), [DIGIDAY:SOCIAL](#), [DIGIDAY:TARGET](#), [DIGIDAY:NETWORKS](#), [DIGIDAY:APPS](#), [The MOBI Awards](#), [The SAMMY Awards](#), [The Digital Publishing Summit](#), and [The PubClubs](#)."

***Then came the daily...***

Then came the Daily: digiday:DAILY (<http://www.digidaydaily.com>; you can subscribe [here](#) ) became the kind of place where practitioners could share their insights about what was really going on and what it **meant** .

***And now, there's a place for some intensive training and knowlege sharing: DM2PRO.***

Why a member site? So people can feel like they're among peers when they share their best case studies, "how-to tutorials" and insights and make a market for the really good white papers that are more than marketing fluff. It's a place to be brutally honest and cut the BS, but also to compile the kind of practical, street-level insights and instructions that only practitioners can. It's what you need to know, WHEN you need to know it. If you can't find it here, tell us and we'll go and get it for you. All this takes effort, so -- in a world where even Rupert Murdoch is tired of giving away the news -- we thought it was fair for everyone to pony up just a little to make it happen. And besides, creator Melinda Gipson comes from the world where membership matters. She was for a dozen years the online media maven of the Newspaper Association of America, at a time when newspapers broke real ground in digital publishing and became the leaders in the local online space. The collegiality of onlne newspapers is a beautiful thing, and she wants to see the rest of world live generously too.

If you have something to share with us, send us a DM at @DM2PRO, and we'll share the best stuff here, or email Melinda directly at melinda (at) dm2media.com if you've learned something today that will raise the rest of the digital armada. We're on a quest to change the world of digital media and marketing for the better.