



MEMBERSHIP AND PROGRAMME 2021



| www.marketingsociety.com

OUR GLOBAL HUBS

NEW YORK
2017

SCOTLAND
1965

ENGLAND
1959

UAE
2016

INDIA
2017

HONG KONG
2014

SINGAPORE
2015

OUR MISSION

To empower brave leaders to do well, do good and feel good



GLOBAL VISION

to become the most influential global network of leading marketers



LOCAL VISION

to build a vibrant marketing community renowned for enlightened thinking, innovation and creativity

MSS OBJECTIVES

1. TO BE INCLUSIVE AND INSPIRATIONAL TO OUR MEMBERS, INDUSTRY AND PROFESSION
2. PROMOTE THE VALUE OF MARKETING - FROM THE CLASSROOM TO THE BOARDROOM
3. PROMOTE SCOTLAND AS A GREAT PLACE TO STUDY, WORK & INVEST IN MARKETING TALENT

ADVISORY BOARD

- The Marketing Society Scotland Advisory Board is selected to reflect a wide range of industry sectors and marketing disciplines in our membership and to promote greater diversity in our profession.
- New Advisory Board members are welcomed each year and serve for 2 years to ensure new and fresh thinking to our strategy and plans as well as providing specific input to our 6 clusters.
- Our Chair serves 2 years after having also served 2 years as Vice Chair.

MARKETING & MEMBERSHIP

Graeme Atha, The Marketing Society (Cluster Chair)
Derek Hemphill, Royal Bank of Scotland
Natalie Burns, Barclays
Marina Maciver, Scottish Enterprise
Leigh Dobson, Leith
Natalya Ratner, Robotical
Mhairi MacLeod, Lux Food & Drink
Adam Bell, Moment

EDUCATION & EMPOWERMENT

Rod Gillies, The Borders Distillery (AB Vice Chair/
Cluster Chair)
Vicki Miller, VisitScotland
Maddy Sim, Dentsu Aegis
David Craik, Bright Signals
Claire Prentice, Scottish Government
Cara Chambers, International Beverages

PROMOTION & PARTNERSHIPS

Jane Strachan, PUNK (Cluster Chair)
Lisl Macdonald, Spring & Atlas
Joanne Lynn/Elise MacDonald, Lux Events
Emma Pollock, Diageo
Simon Crunden, Republic of Media
Morna McLelland, Stripe
Alasdair Wallace, Material
Annabel Leckenby, ScotRail

ADVISORY BOARD

EQUALITY, DIVERSITY & INCLUSION

Fiona Burton, Leith (AB Chair/Cluster Chair)
Ian Greenhill, Studio Something
Ailsa Graham, Tesco Bank
Barrington Reeves, TooGallus
Tushar Kaul, Bella and Duke
Simon Watson, Republic of Media
Aarti Joshi, DF Concerts

STUDENT MARKETING SOCIETIES

Caroline Hill, MSS (Cluster Chair)
Peter Sanchez, Heriot Watt
Nathalie Tjandra, Edinburgh Napier
Carol Prest, DC Thomson
Gregor Urquhart, Scottish Government
Anna Quinn, Frame

FUTURE LEADER ADVISORY GROUP

Naomi McCann, Seafish (FLAG Chair)
Kirsty Chalmers, Genius (FLAG Vice Chair)
Claire Mathieson, Republic of Media
Mamta Kakaiya, Frame
Jaimie Anderson, Whyte & Mackay
David Cotter, Edrington Beam Suntory
Ana Castenada, The Union
Thomas Cheeseman, ICAS
Colette Sullivan, Radisson RED
Siobhan Rieley, VisitScotland
Liam Hall, The Lane Agency
Christina Giannakou, Always Be Content
Kelly Ling, Dentsu Aegis
Liah Moss, Whitespace
Melissa Hodgson, Lux Events



MEMBERSHIP

MEMBERSHIP

THE BENEFITS



CONNECTIONS

Build your business and personal network



THINKING

Access latest thinking and leading-edge content



SKILLS

Grow your skills and share best practice

CORPORATE MEMBERS

Available to organisations with 5 + members looking to recognise, reward and develop marketing talent.

MEMBERSHIP LEVELS

We offer membership at three levels



Leaders

At least 5 years experience and in a leadership role



Future Leaders

At least 3 years experience with aspiration to lead



First Role

In first 3 years in our industry

KEY PERFORMANCE INDICATORS

From our Annual Membership Survey

80%

inspired by our vision

84%

regularly read our comms

94%

would recommend membership

EQUALITY, DIVERSITY & INCLUSION (EDI)

OUR COMMITMENT

The Marketing Society is committed to empowering a community that supports equality, diversity and inclusion.

We are working to become more diverse and inclusive in our programme and to be leaders of change in the industry.

SOME OF OUR EDI INITIATIVES:

- Pledge – covering all areas of equality, diversity and inclusion as well as our position on ethical and environmental issues
- Our Champions of Equality, Diversity and Inclusion Star Award
- EDI judging criteria in the Star Agency and Star Marketing Team of the Year Awards as well as the Employer Brands of the Year Awards
- Pioneering Spirit Awards judging sessions using award winning case studies from across the world that promote equality, diversity and inclusion
- Future Leaders brief to encourage people of all backgrounds to consider a career in marketing
- Aspiring Creative Star Award brief using statues, street names and public buildings associated with slavery and racism as a platform to promote create greater awareness and intolerance.
- Development of a brief to highlight the issues and opportunities for people with disabilities in our industry

FLAGSHIP EVENTS




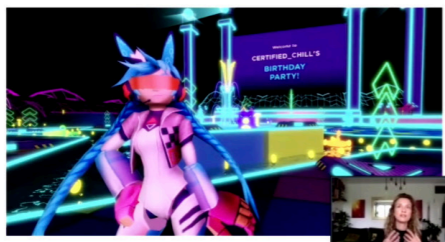


THE RISE OF CREATIVE AI
Ed Newton-Rex, Product Director, AI Lab, Europe at ByteDance (TikTok) • @ednewtonrex



GAMING PLATFORMS ARE THE ONES TO WATCH

Already designed to share digital experiences. The next step would be to add physical commerce options.

we are social

CREATIVE SOCIAL COMMERCE – WHAT'S NEXT AND WHAT WORKS
Zanna Wharfe, Strategy Director, We Are Social • @wearesocial

DIGITAL DAY



ABOUT

2021 HEADLINE SPONSOR

REPUBLIC OF MEDIA

SUPPORTERS



S P E Y



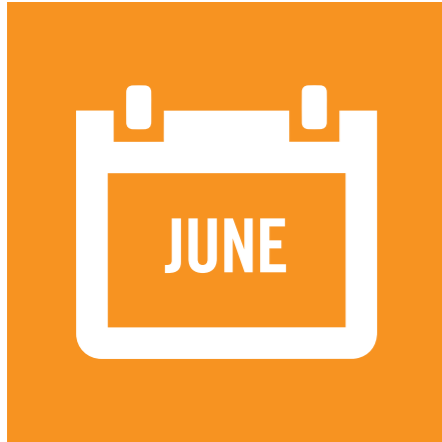
- A virtual event split into 2 days dedicated to all things digital:

Digital Day Now
Digital Day Next

- Inspiring speakers and thought-provoking topics

See recording of Digital Day 2020 [here](#)

STAR AWARDS



ABOUT

STRATEGIC PARTNERS



- Recognising and rewarding marketing excellence
— across six categories: Development, Strategic, Communication, Sector, Chairman's and Champions
- All members are invited to score entries online with
— Director level members participating in panels that decide the shortlists and winners
- Over 100 judges sitting on 20 different panels
- Virtual awards ceremony format hosted by Andrew
— Cotter and DJ set by Arielle Free

See recording of the 2020 virtual ceremony [here](#)





AMPLIFY MARKETING FESTIVAL



ABOUT

SPONSOR



- Celebrating creativity and innovation during the Edinburgh Fringe with our festival favourites
- The Ogilvy Lecture
- The Badger Debate
- Creative Challenge

See recording of Amplify 2020 - including the Ogilvy Lecture with Mark Ritson and Rory Sutherland - [here](#)

ST ANDREW'S DAY CELEBRATION



ABOUT

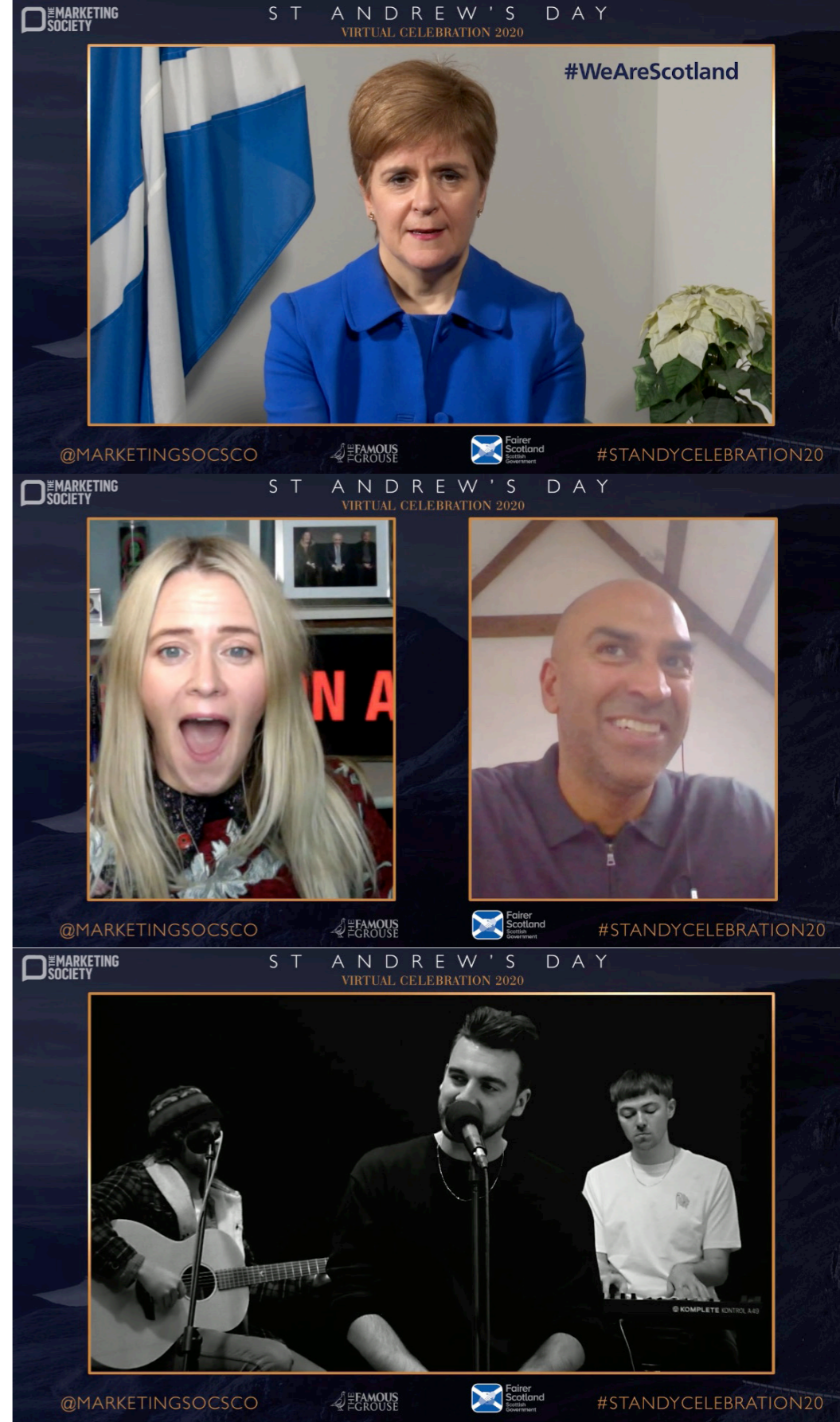
SPONSORS



ST ANDREW'S DAY ... DINNER ...

- End of year celebration
- Keynote speaker and Entertainment
- Fellows & Honorary Fellows Announcements
- Employer Brand of the Year Awards

See recording of the 2020 event [here](#)



EMPOWERING DEVELOPMENT PROGRAMME



EMPOWERING DEVELOPMENT EVENTS

DEVELOPMENT EVENTS ARE
FREE TO MEMBERS WHO ALSO
GET PRIORITY BOOKING

FUTURE LEADERS



ABOUT

A programme of events free to members aspiring to senior roles featuring guest speakers discussing their career path and their own areas of expertise as well as personal insights on leadership.

2020 SPEAKERS



NICOLA THOMSON
Edrington



GREGOR URQUHART
Scottish
Government



DAVID CRAIK
Bright Signals



LAURA CHEYNE
National Trust for
Scotland

INSPIRING MINDS



ABOUT

This programme of events free to members featuring inspiring speakers on a wide range of key industry topics.

PREVIOUS TOPICS

- Behavioural Science
- Crisis Management
- Innovation
- Gamification

SPONSORED BY



EMPOWERING DEVELOPMENT EVENTS

DEVELOPMENT EVENTS ARE FREE TO MEMBERS WHO ALSO GET PRIORITY BOOKING

TRENDSPOTTING



ABOUT

These events are hosted by leading agencies and have been developed to explore and discuss new trends, tools and techniques.

PREVIOUS HOSTS



INDUSTRY INSIGHTS



ABOUT

These events are hosted by leading companies and have been developed to provide members and guests with insights into different industry sectors, organisations and specific projects.

PREVIOUS HOSTS



SPONSORED BY



NEW TRAINING AND DEVELOPMENT PROGRAMMES

ACCELERATE MASTERCLASSES



A new programme which focuses on key areas of marketing leadership.

The first masterclass will help bridging the gap between marketing and finance in a session led by David Haigh from Brand Finance.

DIGITAL IQ MEASUREMENT AND SKILLS ASSESSMENT



Working in partnership with Andragogy, members will be invited to assess their skills using a Digital IQ test which will help identify specific training needs and a programme tailored to the requirements.

MARKETING LEADERSHIP MASTERCLASSES



12 modules over 12 weeks led by marketing leadership expert Thomas Barta and featuring one of our pre-eminent marketing leaders, Syl Saller CBE.

**EXCLUSIVE
EVENTS**



EXCLUSIVE EVENTS

UNDER THE SPOTLIGHT



ABOUT

This is a global programme of events for business leader members where we will put the spotlight on leading marketers and key industry issues.

PREVIOUS SPEAKERS



CHRIS PITT
HSBC



PAUL GRAHAM
LVMH



MITCH OLIVER
Mars

PIONEERING SPIRIT AWARDS



ABOUT

Senior members are invited to judge award winning and inspiring marketing case studies from across the world. See details and the selected campaigns from over the last 10 years [here](#).

SPONSORED BY

DenholmAssociates

ACCESS TO GLOBAL EVENTS

As part of a global network we are able to offer our members more access to online events from our hubs in London, New York, Hong Kong, India, Dubai and Singapore.

Members can join in to be inspired by our world-class speakers and pose questions to join the conversation.

Check the website for more confirmed dates:

www.marketingsociety.com/events



Throughout the year members can access regular webinars from The Marketing Society global hubs featuring leading speakers on key subjects.

Themes and subjects covered in 2020 included:

Keep Calm

Under the Spotlight

Optimizing your LinkedIn profile

Brave Conversations

Climate Change

Moving at the speed of crisis

Brand Resilience

Power of Collaboration

Creativity during COVID-19

LONDON FLAGSHIP EVENTS

BRAVE GET TOGETHER CONFERENCE



ABOUT

We weren't able to get together in person this year but guests still experienced the magic of a Marketing Society conference from the comfort of their own home.

Speakers include:

Kat Harbourne and Jenny Eells, The Naked Podcast

Tim Kobe, Founder, Eight Inc

Ged Couser and James Hepburn, designers of the Nightingale Hospitals

Amy Edmundson, Harvard Business School

A NIGHT OF CONNECTIONS, CELEBRATIONS AND CONVERSATIONS



ABOUT

Our virtual Evening of Celebrations, Connections and Conversations brought together members to celebrate getting through the year.

Hosted by comedian Suzi Ruffell, guests voted for their Brand of the Year (Brewdog) and were entertained by hip hop musical comedian Abandoman.

LONDON AWARDS / GLOBAL PROGRAMME

THE MARKETING SOCIETY AWARDS



ABOUT

Our awards have been an institution since 1985 – establishing their reputation as the UK’s leading marketing awards.

2020 WINNERS

GRAND PRIX
Guinness Clear (AMV BBDO)

MOST INSPIRATIONAL STORY
ITV // Stroke Association

BRAVEST TEAM
Nationwide

ONE TO WATCH
Sebastian Kroth, Brand Director:
Western Europe at the Coca-Cola
Company

BRAVEST MARKETING LEADER
Sara Bennison, CMO at Nationwide

INTERNATIONAL MARKETING LEADERS PROGRAMME



ABOUT

This virtual programme provides high level development for marketing leadership roles, delivered by Brand Learning. With an impressive range of leading marketer speakers.

SPONSORED BY



PARTNER



OTHER BENEFITS



ONLINE INSPIRATION

Exclusive password protected content for members only

Over 500 videos to inspire and educate

40 regular bloggers that provoke, question and outline trends

Podcast channel hosting lively interviews on hot topics

Opportunities for members to become thought leaders and raise their profile

BLOGS & THINK PIECES

AWARD CASE STUDIES

EVENT DETAILS & BOOKINGS

PUBLICATIONS



VIDEOS & EVENT RECORDINGS

PODCAST & INTERVIEWS

MEMBERSHIP DETAILS

SOCIAL MEDIA

 @marketingsocscot 5300 @themarketingsoc 37.5k

 The Marketing Society Scotland 3000 The Marketing Society 15000

 2300

 3000

COMMUNICATIONS

WHAT'S GOING ON (WGO)

WGO – is our weekly email that goes out on Mondays and provides updates on our event programme and new initiatives.

We also highlight events and programmes being developed in London and our other global hubs.

Any other updates from our HQ are sent out on Fridays

GLOBAL

EMPOWER

Quarterly Journal with stimulating content by leading thinkers across the world

THE EDIT

A monthly update on events and initiatives across our 7 global hubs

SUPPORTING OUR SOCIETY (SOS)

SOS – is a weekly email which we send out on Wednesdays and was developed at the start of the COVID-19 pandemic to provide additional support to our members.

CONNECTIONS

Showcasing news and work from our members as well as highlight new corporate members and partners.

CONTENT

Sharing anything that could be useful or stimulating to other members from blogs, reviews and inspiring case studies

COMMUNITY

Supporting partner events, new initiatives and job market opportunities

Any suggestions for SOS should be emailed to joanne@luxevents.co.uk

MENTORING PROGRAMME

- Open and FREE to all members both as mentor & mentee
- Minimum commitment of 2 meetings per year
- Independent advice and guidance
- Young Mentor and Peer to Peer programmes also available



IAN MCATEER
Chair
The Union



ANNA VAUGHAN
Marketing Lead
Royal Bank of Scotland



CARA CHAMBERS
Marketing Director
International Beverages



ROD GILLIES
Marketing Director
The Borders Distillery

STUDENT MARKETING SOCIETIES

Promoting the marketing profession and introducing students to our industry.

**NOW ESTABLISHED IN
10 UNIVERSITIES
ACROSS SCOTLAND***



**EACH SMS HAS A MENTOR
FROM OUR
ADVISORY BOARD**

*Edinburgh, Edinburgh Napier, QMU, Glasgow, Glasgow Caledonian, Stirling, Dundee, Robert Gordon, Heriot-Watt and Strathclyde.

JOIN UP. JOIN IN.



CORPORATE MEMBERS

GLOBAL

- BLOOMBERG
- DIAGEO
- EMIRATES
- HSBC
- LINKEDIN
- MICROSOFT
- OGILVY & MATHER
- PIZZA HUT
- SALESFORCE
- SIEGEL+GALE US
- THE ECONOMIST
- UNILEVER
- VICE
- VISA

SCOTLAND

- 3X1
- AEGON ASSET MANAGEMENT
- ALWAYS BE CONTENT
- BARCLAYS
- BAXTERS
- BEAM SUNTORY
- BIG PARTNERSHIP
- CALMAC FERRIES
- CARAT
- CHANNEL 4
- DC THOMSON MEDIA
- DENHOLM ASSOCIATES
- DENTSU AEGIS EDINBURGH
- DIAGEO
- DIGITAS
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON-BEAM SUNTORY UK
- FOOD STANDARDS SCOTLAND
- FRAME
- FRONT PAGE
- GLENMORANGIE
- GOLDEN CHARTER
- GUY & CO
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- IAN MACLEOD DISTILLERS
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- LUX EVENTS
- MACDONALD HOTELS & RESORTS
- MADEBRAVE
- MATERIAL
- MEDIACOM
- MOMENT
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS INTERNATIONAL SCOTLAND
- REACH (SCOTLAND)
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND
- ROYAL LONDON
- SAINSBURY'S BANK
- SCOTRAIL
- SCOTTISH ENTERPRISE
- SCOTTISH GOVERNMENT
- SEAFISH
- SKILLS DEVELOPMENT SCOTLAND
- SKY MEDIA
- SPEY
- SQA
- SSE
- STRIPE
- STUDIO SOMETHING
- STV
- TENNENT'S
- TESCO BANK
- THE GATE
- THE LANE AGENCY
- THE LEITH AGENCY
- THE R&A
- THE ROYAL EDINBURGH MILITARY TATTOO
- THE UNION
- UNION DIRECT
- UNIVERSITY OF EDINBURGH
- UNIVERSITY OF GLASGOW
- VELUX
- VISITSCOTLAND
- VOLVO
- WEBER SHANDWICK
- WHITESPACE
- WHYTE & MACKAY
- WIRE

MEMBERSHIP COSTS



FIRST ROLE

Under 3 years experience

£180 + VAT

No enrolment fee



FUTURE LEADER

At least 3 years experience

£245 + VAT

£87.50 enrolment fee*



LEADER

At least five years experience at Managerial level

£365 + VAT

£175 enrolment fee*



CORPORATE MEMBERSHIP

Bespoke packages available to connect your team

£POA

MEMBER GET MEMBER

Members who nominate potential new members will receive the following John Lewis & Partners gift vouchers as an incentive

FIRST ROLE OR FUTURE LEADER - £25
EXECUTIVE OR BUSINESS LEADER - £50
CORPORATE MEMBER - £100

10 WAYS TO GET INVOLVED

Our number one objective is to ensure that our members are fully engaged and enjoying the benefits of being part of our vibrant community.

- 1. JOIN UP AND JOIN IN**
- 2. ATTEND EVENTS**
- 3. SPEAKER AND TOPIC RECOMMENDATIONS**
- 4. BOOK AND EVENT REVIEWS**
- 5. SHARE CONTENT AND WRITE BLOGS**
- 6. JOIN OUR MENTORING PROGRAMME**
- 7. ENTER THE STAR AWARDS**
- 8. REGISTER AS A JUDGE**
- 9. ENGAGE WITH OUR SOCIAL MEDIA CHANNELS**
- 10. SUPPORT OUR EQUALITY, DIVERSITY & INCLUSION INITIATIVES**

2021 EVENT CALENDAR

JANUARY

Thursday 14 January - Star Awards Showcase
Friday 15 January - Future Leaders with Fiona Burton
Thursday 21 January – Advisory Board Meeting #1

FEBRUARY

Tuesday 9 February – Siegel + Gale Purpose Event
Monday 15 February - Star Awards Entry Deadline
Monday 15 February – Andragogy partnership launch event
Tuesday 23 February - PSA Judging #1

MARCH

Wednesday 10 March - Student Marketing Society Gathering
Wednesday 17 March – Inspiring Women in Business, Management Today Conference
Thursday 18 March - Star Marketing Student Apprentice Day
Wed 24 & Thu 25 March - Star Awards Judging [1st stage)

APRIL

Wednesday 14 April - Advisory Board Meeting #2
Wednesday 14 April - Inspiring Minds #1
Wednesday 21 April - Digital Day Now
Thursday 22 April – Digital Day Next
Tuesday 27 April – Industry Insights RBS/Studio Something

MAY

Tuesday 4 May – Star Awards judging (2nd stage)
Tuesday 4 May - Future Leaders with Rod Gillies
Thursday 27 May – MSS Golf Day

JUNE

Inspiring Minds #2
Wednesday 16 June – The Marketing Society Awards
Thursday 17 June – Star Awards
Tuesday 29 June - PSA Judging #2

AUGUST

Tuesday 3 August - Future Leaders #3
Wednesday 18 August - Advisory Board Meeting #3
Friday 27 August – Amplify

SEPTEMBER

Thursday 9 September - Fellows Dinner
Wednesday 22 September - Inspiring Minds #3
Thursday 30 September – Trendspotting with Republic of Media

OCTOBER

Tuesday 5 October – PSA Judging #3
Tuesday 12 October - Future Leaders #4
Thursday 21 October - Industry Insights with DC Thomson

NOVEMBER

Wednesday 3 November - Inspiring Minds #4
Wednesday 10 November – Annual Conference, LDN
Wednesday 10 November – Advisory Board Meeting #4
Thursday 11 November – Trendspotting with MadeBrave
Tuesday 16 November – PSA Judging #4
Thursday 25 November – St Andrew’s Day Dinner
Wednesday 24 November - Annual Dinner, LDN

DECEMBER

Thursday 2 December - Industry Insights
Thursday 9 December – Christmas Drinks

Please note dates are subject to change.
Keep an eye on our website and weekly emails.

2019 ROUND UP



0:07 / 2:42





THANK YOU

GET IN TOUCH:

GRAEME ATHA - DIRECTOR

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CAROLINE HILL - MARKETING MANAGER

caroline@marketingsociety.com



| www.marketingsociety.com