



SCOTLAND

ABOUT US 2022

MEMBERSHIP AND PROGRAMME DETAILS



www.marketingsociety.com

OUR GLOBAL HUBS



NEW YORK



SCOTLAND



ENGLAND



UAE



INDIA



HONG KONG



SINGAPORE

OUR MISSION

To inspire, accelerate and unite the marketing leaders of today and tomorrow helping them to **do well** in their careers, **do good** in society and **feel good** about our profession and our community.



GLOBAL VISION

To be the leading global community of the world's smartest marketers raising the quality and importance of our profession and our impact on business, the economy and in society.



LOCAL VISION

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

MSS OBJECTIVES

1. TO INCREASE MEMBERSHIP WHILST BEING BOTH INCLUSIVE AND INSPIRATIONAL
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

Our board is selected to reflect and represent our members with a wide range of industry sectors and marketing disciplines involved providing strategic input to our direction and plans.

Our Board focuses on 3 key areas:

MARKETING & MEMBERSHIP

EDUCATION & EMPOWERMENT

SOCIETY & PARTNERSHIPS

We also have various taskforces which focus on other key areas:

STAR AWARDS - Chair - Paul Menzies, C & C

STUDENT MARKETING SOCIETIES – Chair - Ailsa Graham, Tesco Bank

FUTURE LEADERS – Chair – Kirsty Chalmers, Baxters & Vice Chair - Tom Cheeseman ICAS

EQUALITY, DIVERSITY & INCLUSION – Chair - Barrington Reeves, Too Gallus

CLIMATE CHANGE – Chair - Marina MacIver, Scottish Enterprise

FELLOWS – Chair - Cara Chambers, International Beverages

2022 BOARD MEMBERS

Rod Gillies, Whyte & Mackay (Chair)

Claire Prentice, Scottish Government (Vice-Chair)

Kirsty Chalmers, Baxters

Tom Cheeseman, ICAS

Marina McIver, Scottish Enterprise

Adam Bell, Moment

Kirsten Spence, Edrington

Cara Chambers, International Beverage

Kirsteen Beeston, Whyte & Mackay

Ailsa Graham, Tesco Bank

Maddy Sim, Dentsu

David Craik, Bright Signals

Jordan Hewitt, VisitScotland

Simon Crunden, Republic of Media

Morna McLelland, Stripe

Pete Martin, Always Be Content

Tushar Kaul, Belle & Duke

Barrington Reeves, Too Gallus

Paul Menzies, C & C

Chris Bruce, The Lane

Neil Skinner, Edrington UK

Alastair Wallace, Material

MEMBERSHIP



MEMBERSHIP

THE BENEFITS



COMMUNITY

Connections and conversations with a global network of smart marketers.



INSPIRATION

World class events, awards, speakers and content.



ACCELERATION

We open doors and open minds giving our members the tools and influence to go further and faster.

MEMBERSHIP LEVELS

THE FIRST ROLES



In first 3 years in our profession with an inclusive approach to attracting people from all backgrounds to our industry.

THE FUTURE LEADERS



At least 3 years experience with aspiration to lead.

THE LEADERS



At least 5 years experience and in a leadership role.

BUSINESS TEAMS

Formerly, Corporate Members, this package is available to organisations with 5+ individual members looking to recognise, reward and develop marketing talent. Event, training and development packages available to add even more value.

INTERNATIONAL MEMBERSHIP

Available to members currently based overseas.

KEY PERFORMANCE INDICATORS

From our Annual Membership Survey

80%

inspired by our vision

84%

regularly read our comms

94%

would recommend membership

FLAGSHIP EVENTS


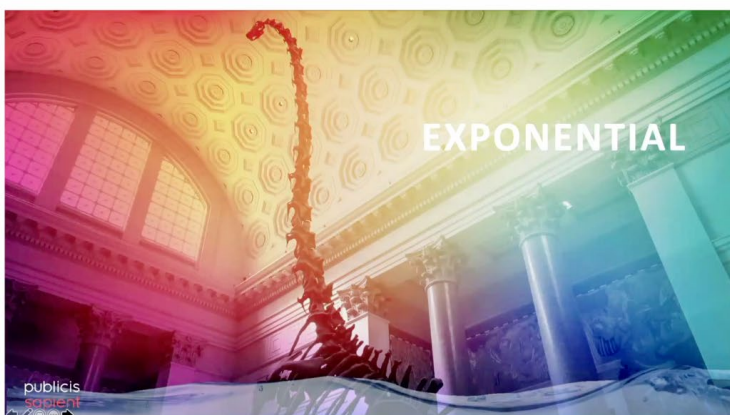








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 SPEY Scotland Alba



CHARLOTTE WILLIAMS
 FOUNDER, SEVENSIX AGENCY







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 SPEY Scotland Alba

NIGEL VAZ
 GLOBAL CEO, PUBLICIS SAPIENT



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JAMIE BARTLETT
 AUTHOR & DIRECTOR, THE CENTRE FOR THE
 ANALYSIS OF SOCIAL MEDIA AT THE THINK-TANK DEMOS

DIGITAL DAY



ABOUT

2021 HEADLINE SPONSORS



SUPPORTERS



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

Digital Day Now
Digital Day Next

- Inspiring speakers and thought-provoking topics including:

Digital business transformation with Nigel Vaz, author and CEO of Publicis Sapient
 Brand Suitability with the NFL
 The Power of Purpose with Headspace VP of Marketing
 Decoding Decisions: The Messy Middle with Google
 The Death of the Cookie with MiQ
 Influencer 101 with Charlotte Williams

STAR AWARDS



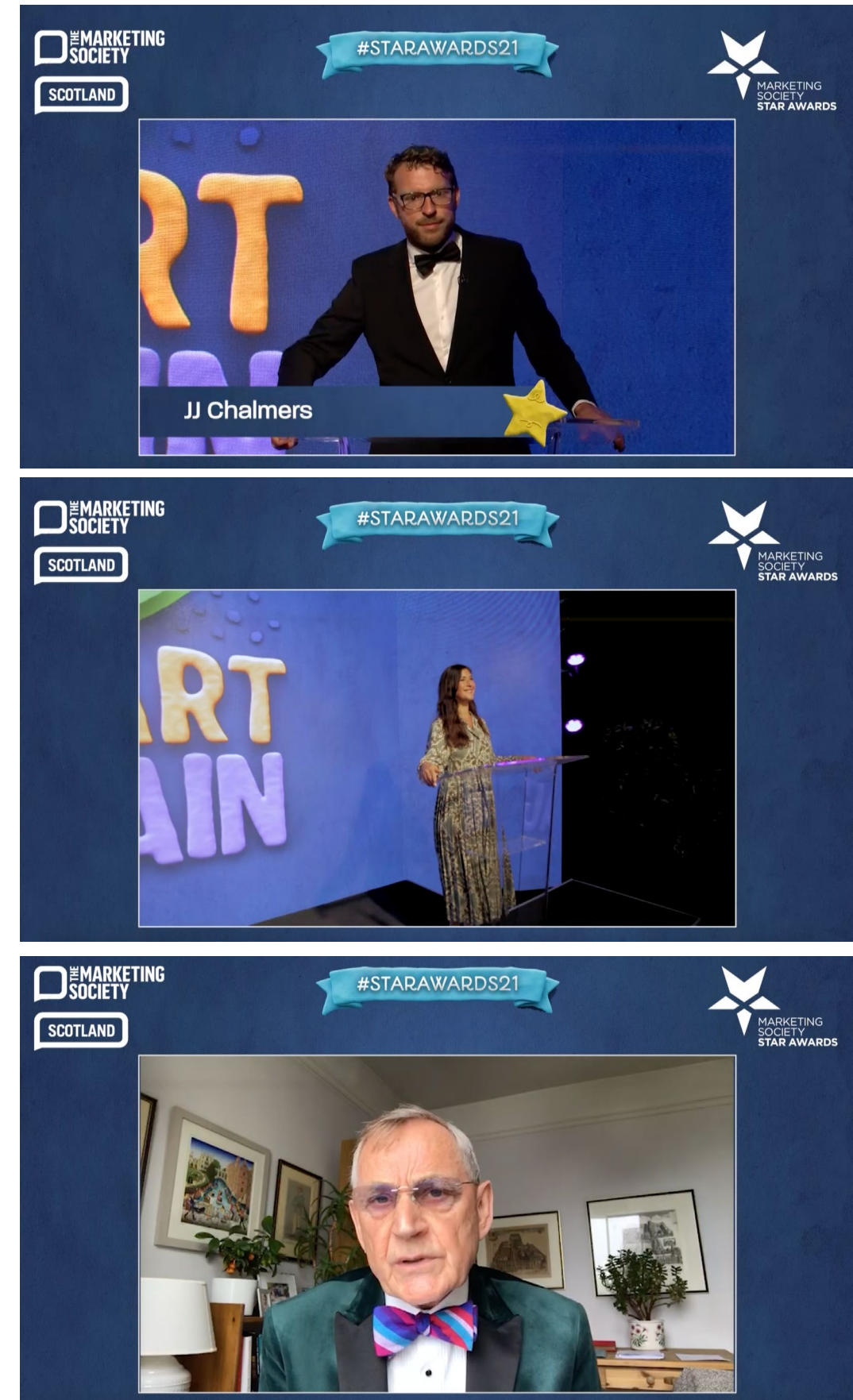
ABOUT

STRATEGIC PARTNERS

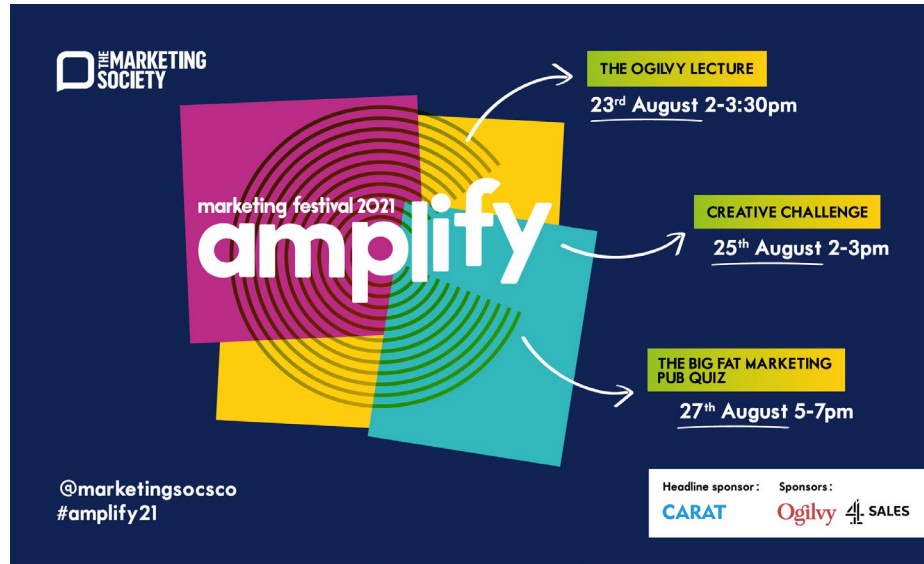


- Recognising and rewarding marketing excellence
- across six categories: Development, Strategic, Communication, Sector, Chairman's and Champions
- All members are invited to score entries online with
- Leader level members participating in panels that decide the shortlists and winners
- Over 100 judges sitting on 20 different panels
-
- Over 500 guests attended the live streamed event in
- Guest Zoom Rooms across the country - meeting old friends and new contacts in the Entertainment Room whilst enjoying some magic, comedy and a special music performance.

Watch the recording - [here](#)



AMPLIFY MARKETING FESTIVAL



ABOUT

SPONSORS

CARAT

Ogilvy

4i SALES



- Inspiring speakers, passionate debate and friendly competition celebrating creativity and making connections

- The Ogilvy Lecture – introduced by Rory Sutherland and delivered by Allan Scott (co-creator of The Queen’s Gambit) before a live Q & A session with Sophie Devonshire.

Clients vs Agencies Creative Challenge
The Big Fat Marketing Pub Quiz

- Fringe events - Climate Change Cluster and a Future Leaders debating masterclass with Debate Mate

Watch the Interview with Allan Scott and introduction by Rory Sutherland - [here](#)

ST ANDREW'S DAY DINNER



ABOUT

SPONSORS



DenholmAssociates

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

- End of year celebration
- CEO and Chair's Address
- Fellows & Honorary Fellows Announcements
- Employer Brand of the Year Awards

Watch the recording - [here](#)



EMPOWERING DEVELOPMENT PROGRAMME



EMPOWERING DEVELOPMENT EVENTS

FUTURE LEADERS

ABOUT

A programme of events for Future Leader members aspiring to senior roles featuring Marketing Society Fellows discussing their career path and their own areas of expertise as well as personal insights on leadership.

CONNECTIONS & CONVERSATIONS

ABOUT

New for 2022, these events are aimed at Leader members will provide an environment to re-connect and discuss key topics, challenges, or issues facing the industry.

INSPIRING MINDS

ABOUT

Two half day events covering a wide range of marketing skills.

SPONSORED BY



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.

2021/2022 HOSTS



SPONSORED BY



TRENDSPOTTING

ABOUT

Two half day events covering a wide range of trends, tools and techniques.

June - Strategy | Sept - Creativity

DEVELOPMENT EVENTS ARE FREE TO MEMBERS WHO ALSO GET PRIORITY BOOKING

TRAINING AND DEVELOPMENT PROGRAMMES



ACCELERATE
By marketers, for marketers, with marketers.



Our accelerated learning programme is dedicated to empowering marketers' development to grow their career, their brands and their people.

Interactive, engaging content to coach deeper thinking on how to pivot, adapt and fast track growth-driving strategies, all while helping to accelerate your career.

We have targeted programmes for individuals and teams which include:

LEARNING LABS

Half-day workshops for members to accelerate learning through knowledge and tools from industry experts.

Drew Povey (Friday 14 January)

Visual Identity (Tuesday 1 February)

Be the Marketing Leader you want to be (Wed 30 March)

Managing your Agencies (Tuesday 05 April)

MARKETING LEADERS' MASTERCLASS

Fast flexible e-learning programme over three months, accelerating your influence and impact as a marketing leader

MARKETING LEADERS' PROGRAMME

The society's flagship leadership development for those poised to take on significant senior leadership roles, challenges, or responsibilities.

ONES TO WATCH

One-day workshops for rising stars, offering a personal leadership development journey and a ready-made network of like-minded peers.

INSIDERS' PROGRAMME & BEING BOLD WORKSHOPS

Bespoke learning, including the Insiders' Programme bringing our network of experts inside your organisation and BeingBold Workshops to change behaviours or work on a live brief.

BY INVITATION EVENTS

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

GOLD

2021 FINALISTS



A World Without Borders - Aeromexico, Mexico

SILVER



#NoConditionsApply - Times of India, India

BRONZE



Sensorial Tours - Ministerio de Turismo, Ecuador

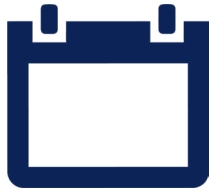
ACCESS TO GLOBAL EVENTS

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, Dubai and Singapore.

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

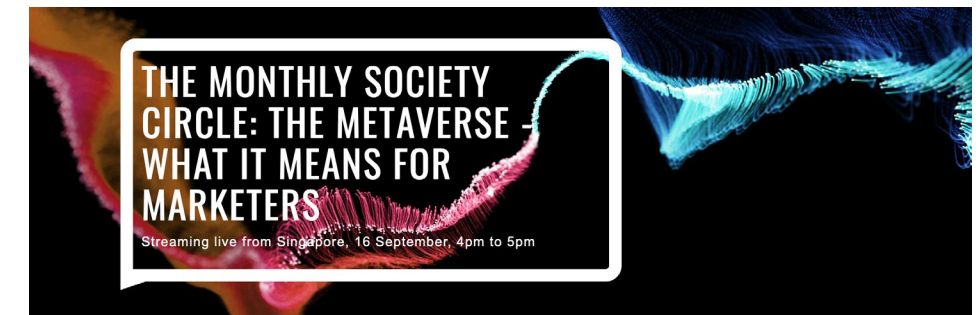
Check the website for more confirmed dates:

www.marketingsociety.com/events



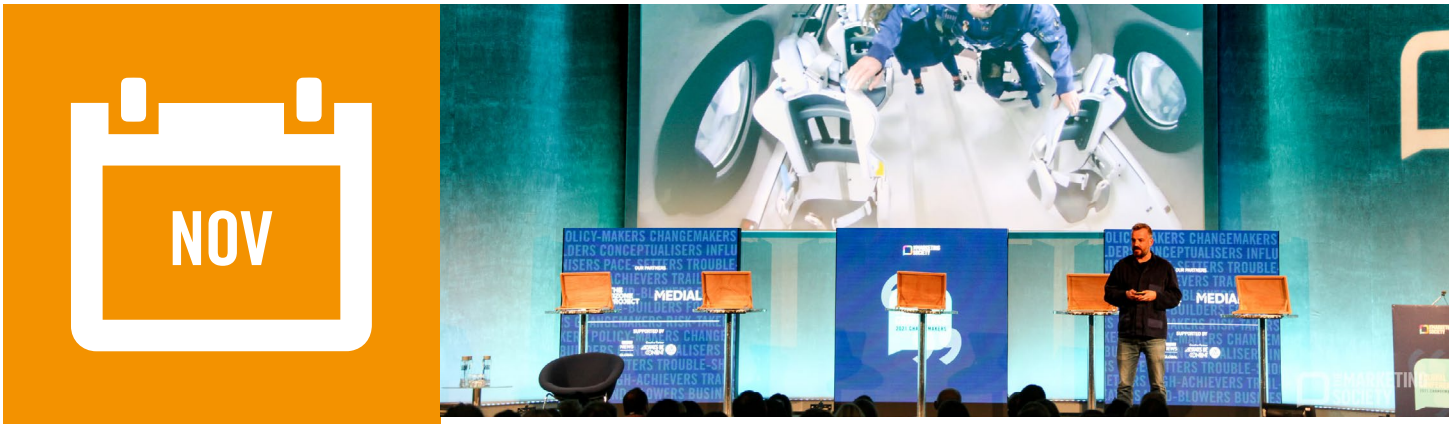
Throughout the year members can access regular webinars from The Marketing Society global hubs featuring leading speakers on key subjects.

Themes and subjects have included:



LONDON FLAGSHIP EVENTS

ANNUAL CONFERENCE



2022 DATE

Wednesday 9 November

ABOUT

At The Marketing Society, we bring people together—to listen and learn from one another, to spark debate, creativity and new ideas, and to make connections. The Global Conference is a culmination of that.

One day, seven hours to come together and stimulate new thinking, to be re-energised and find renewed passion in what marketing can achieve.

ANNUAL DINNER



2022 DATE

Wednesday 23 November

ABOUT

Join us for a truly special and uplifting evening of celebrations, connections and conversations. It's a chance to round off the year right; to reward your teams for their hard work, and to celebrate the ingenuity, passion and drive of our industry.

The 2021 event was hosted by comedian Josh Widdescome, guests voted Channel 4 as the Brand of the Year.

THE MARKETING SOCIETY AWARDS



2022 DATE

Wednesday 6 July

ABOUT

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

2021 WINNERS

MOST INSPIRATIONAL STORY
Essity: Tena, AMVBBD0

FUTURE LEADER
Gini Sharvill, Häagen-Dazs

BRAVEST TEAM
Bodyform/Libresse (Essity), AMVBBD0

MARKETING LEADER
Aline Santos, Unilever

GRAND PRIX
The National Lottery/Camelot



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



COFFEE HOUSE ON GUILD





Providing connections and conversations with members from across the world

VIDEOS & EVENT RECORDINGS

PODCAST & INTERVIEWS

MEMBERSHIP DETAILS

SOCIAL MEDIA

	@marketingsocscot 5.7k	@themarketingsoc 37.5k
	The Marketing Society Scotland 4.9k	The Marketing Society 44.6k
	2k	
	4.3k	

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

THE EDIT

A monthly update on events and initiatives across our 6 global hubs.

SUPPORTING OUR MEMBERS (SOM)

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.

MENTORING PROGRAMME

- Open and FREE to all members both as mentor & mentee
- Suggested commitment of 4 meetings per year
- Independent and confidential advice and guidance
- Young Mentor, Peer to Peer and Female to Female connections available



IAN MCATEER
Chair
The Union



ANNA VAUGHAN
Brand Strategy Lead
Coutts, NatWest Group



CARA CHAMBERS
Marketing Director
International Beverage



ROD GILLIES
Head of Innovation & Incubation
Whyte & Mackay

STUDENT MARKETING SOCIETIES

Promoting the marketing profession and introducing students to our industry.

**Established in 10
universities across
Scotland with a Marketing
Society mentor**



**Annual Student
Marketing Society
Gathering**

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

JOIN UP. JOIN IN.



BUSINESS TEAMS

GLOBAL

- ACCENTURE
- AMAZON
- AMV BBDO
- BBC
- BLOOMBERG
- BT
- COCA COLA
- DIAGEO
- EBAY
- GOGGLE
- IBM
- JOHN LEWIS & PARTNERS
- LINKEDIN
- MCDONALDS
- MICROSOFT
- MULLER
- M&S
- PAYPAL
- PIZZA HUT
- SALESFORCE
- SNAPCHAT
- TIK TOK
- TUI
- THE ECONOMIST
- UNILEVER

SCOTLAND

- 3X1
- AEGON ASSET MANAGEMENT
- AG BARR
- ALWAYS BE CONTENT
- BARCLAYS
- BAXTERS
- BEAM SUNTORY
- BIG PARTNERSHIP
- BRUICHLADDICH
- CALMAC FERRIES
- CARAT / DENTSU AEGIS EDINBURGH
- CHANNEL 4
- CHARLOTTE STREET PARTNERS
- DC THOMSON MEDIA
- DENHOLM ASSOCIATES
- DEXCOM
- DIAGEO
- DIGITAS
- DYNAM
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON UK
- FOOD STANDARDS SCOTLAND
- FRAME
- FRONT PAGE
- GLENMORANGIE
- GOLDEN CHARTER
- GRAYLING
- GUY & CO
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- IAN MACLEOD DISTILLERS
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- JOHN DOE GROUP
- LUX EVENTS
- MACDONALD HOTELS & RESORTS
- MADEBRAVE
- MATERIAL
- MEDIACOM
- MOMENT
- MUCKLE MEDIA
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS INTERNATIONAL SCOTLAND
- PEOPLE'S POSTCODE LOTTERY
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND
- ROYAL LONDON
- SCOTLAND FOOD & DRINK
- SAINSBURY'S BANK
- SCOTRAIL
- SCOTTISH ENTERPRISE
- SCOTTISH GOVERNMENT
- SEAFISH
- SKILLS DEVELOPMENT SCOTLAND
- SKY MEDIA
- SPEY
- SQA
- STRIPE
- STUDIO SOMETHING
- STV
- SUNSHINE COMMUNICATIONS
- 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
- UNIVERSITY OF STRATHCLYDE
- VELUX
- VISITSCOTLAND
- VOLVO
- WEAVE
- WEBER SHANDWICK
- WHITESPACE
- WHYTE & MACKAY
- ZERO WASTE SCOTLAND

MEMBERSHIP COSTS



FIRST ROLE

Less than 3 years' experience

£180 + VAT

No enrolment fee



FUTURE LEADER

At least 3 years' experience

£245 + VAT

£75 enrolment fee



LEADER

At least 5 years' experience at managerial level

£395 + VAT

£175 enrolment fee



BUSINESS TEAMS

Bespoke packages developed for 5+ individual members to include event and training programmes

£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

LEADERS - £50

BUSINESS TEAMS - £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. ATTEND EVENTS - PHYSICAL OR VIRTUAL

2. PROVIDE SPEAKER AND TOPIC RECOMMENDATIONS

3. WRITE EVENT AND BOOK REVIEWS

4. VOLUNTEER AS A MENTOR

5. SIGN UP AS A MENTEE

6. ENTER THE STAR AWARDS

7. JUDGE THE STAR AWARDS

8. ENGAGE WITH OUR SOCIAL CHANNELS

9. GET INVOLVED WITH OUR COFFEEHOUSE ON GUILD

10. SUPPORT OUR TASKFORCES AND THINK-TANKS

2022 EVENT CALENDAR

JANUARY

Thursday 13 January - Star Awards Showcase (V)
Monday 17 January – Industry Insights #1 with ICAS, Mental Health and Wellbeing in the Workplace (V)
Tuesday 25 January – Future Leaders #1
Thursday 27 January - Fellows Burns Gathering

FEBRUARY

Thursday 3 February - Advisory Board Meeting #1
Monday 14 February - Star Awards Entry Deadline
Thursday 17 February – PSA Judging #1 (V)

MARCH

Student Marketing Society Gathering (V or physical TBC)
Tuesday 8 March (or week of International Women’s Day)
Thursday 17 March - Star Marketing Student Apprentice Day, Glasgow
Wednesday 23 & Thursday 24 March - Star Awards Judging [1st stage] (V)
Wednesday 30 March - Inspiring Minds #1, Edinburgh

APRIL

Tuesday 5 April - Future Leaders #2 (V)
Thursday 7 April - Connections & Conversations #1, Glasgow
Thursday 14 April - Advisory Board Meeting #2
Thursday 28 April - Industry Insights #2 with DC Thomson, Dundee

MAY

Tuesday 5 May – Star Awards judging (2nd stage) (V) and Monday 9 May – Rising & Aspiring Star in-
terviews (V)
Digital Day [F], hybrid event (1 day) part of global week – week of 9 May
Thursday 19 May - PSA Judging #2 (V) Best of the Best
Friday 27 May - Annual Golf Day

JUNE

Thursday 9 June - Trendspotting – Strategy, Edinburgh
Thursday 23 June – Star Awards [F], Edinburgh

JULY

Wednesday 6 July, The Marketing Society Awards, London

AUGUST

Tuesday 9 August - Future Leaders #3 (V)
Thursday 18 August - Advisory Board Meeting #3
Friday 26 August – Amplify [F], Edinburgh

SEPTEMBER

Thursday 8 September - Connections & Conversations #2, Edinburgh
Tuesday 20 September - PSA Judging #3 (V)
Thursday 29 September - Trendspotting – Creativity, Glasgow

OCTOBER

Tuesday 4 October - Future Leaders #4
Thursday 20 October - Fellows Get Together
Wednesday 26 October - Inspiring Minds #2, Glasgow

NOVEMBER

Wednesday 9 November - Annual Conference, London
Tuesday 15 November - PSA Judging #4 (V)
Wednesday 16 November - Advisory Board Meeting #4
St Andrew’s Day Dinner [F], Edinburgh (24, 30 or 1st Dec TBC)

Wednesday 23 November - Annual Dinner, London

DECEMBER

Thursday 8 December – Industry Insights #3 followed by Christmas Drinks, Glasgow

NOTES

(V) = virtual event

Dates are subject to change

Keep an eye on our website and weekly emails



THANK YOU

GET IN TOUCH:

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