



SCOTLAND

ABOUT US 2022

MEMBERSHIP AND PROGRAMME DETAILS

updated August 2022



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 4 key areas:

MARKETING & MEMBERSHIP

EDUCATION & EMPOWERMENT

PURPOSE & PARTNERSHIPS

EVENTS & EXPERIENCE

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

Elizabeth MacMillan, Edrington

Cara Chambers, International Beverage

Kirsteen Beeston, Beam Suntory

Ailsa Graham, Tesco Bank

Maddy Sim, Dentsu

Aarti Joshi

David Craik, Bright Signals

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

Natalya Ratner, Robotical

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



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



At least 3 years experience with aspiration to lead.



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

95% inspired by our vision

88% value our communications

98% would recommend membership

FLAGSHIP EVENTS



CONNECT THE DOTS.

SCOTLAND

Thursday 12 May, 9am – 5pm

THE
DIGITAL
DAY 2022

DIGITAL DAY SCOTLAND



ABOUT

- An event dedicated to all things digital with inspiring and thought-provoking speakers.

2022 KEYNOTE SPEAKERS

Oobhan Butler
Gareth Turner
Jo Halliday
Rohan Lightfoot
Zoe Scaman
Tessa Murray
Rejoice Ojiaku

Full details on the [website](#)

- We will be exploring a range of topics and themes including:
 - the nascent rise of the metaverse
 - tech and digital innovations in Asia and what we can learn
 - ethics and trust in the digital space
 - practical applications of AI for brands and organisations
 - diversity in digital marketing – why inclusive practices matter
 - creating brilliant digital content – what's next?

SPONSORED BY:

REPUBLIC OF MEDIA

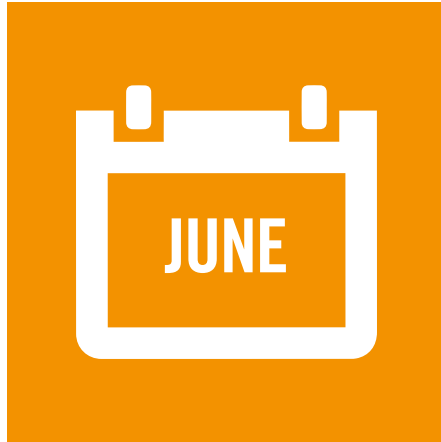
User Testing

SUPPORTED BY:

Visit Scotland

bright
signals

STAR AWARDS



ABOUT

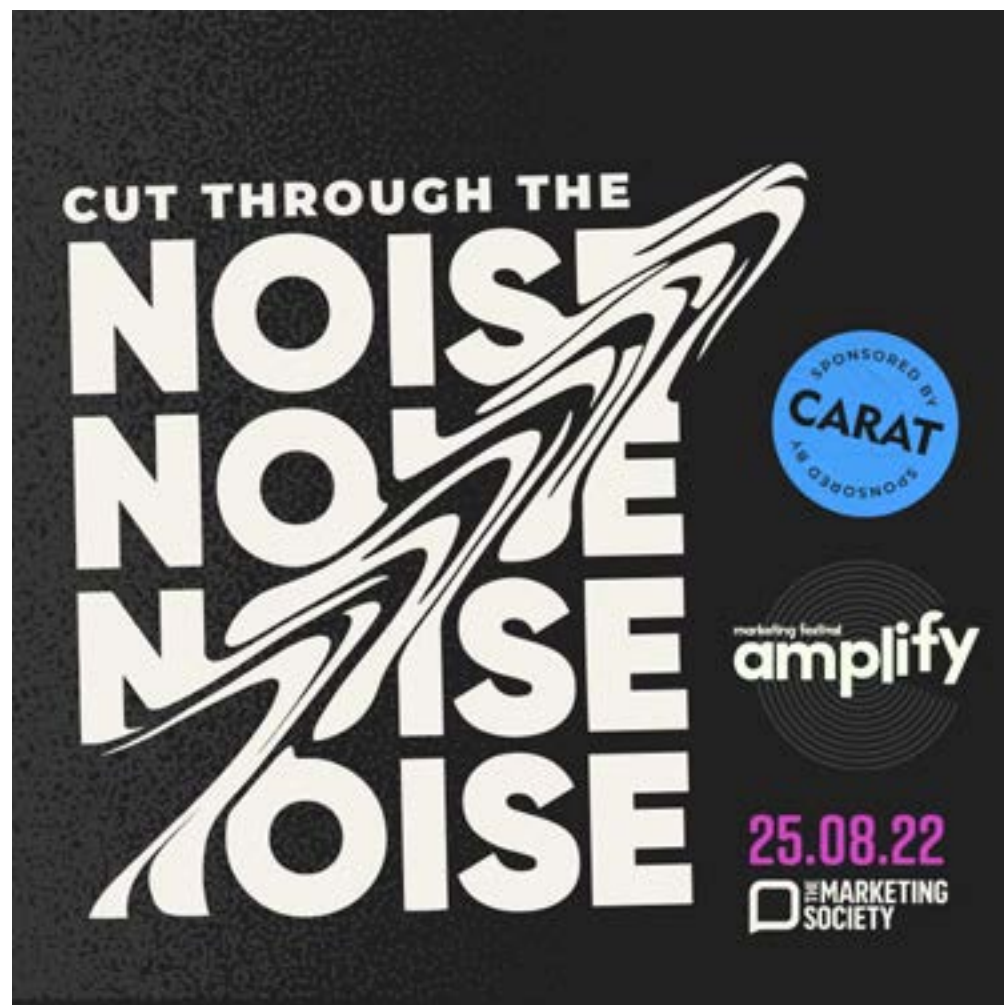
STRATEGIC PARTNERS



- 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 120 judges sitting on 20 different panels
—
- 600 guests attending the Awards Dinner at the O2 Academy in Edinburgh - a record for a Marketing Society event in Scotland.



AMPLIFY MARKETING FESTIVAL



ABOUT

SPONSORS

CARAT

Ogilvy

4 SALES

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

4 Events:

The Ogilvy Lecture delivered by Sarah Warby
Celebrating Craft with leading and rising talent
Clients vs Agencies Creative Challenge
The Big Comedy Blowout in aid of Stand up to Cancer

- Fringe event - Diversity in Marketing in partnership with the IPA

ST ANDREW'S DAY DINNER



ABOUT

SPONSORS



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

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



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.

LEADING THE CONVERSATION

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



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



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

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.

Half-day workshops for members delivered by industry experts.

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

2022 FINALISTS



The Face of Distracted Driving – AT&T



The Bread Exam – Spinneys & The Lebanese Breast Cancer Foundation



Free Period – StayFree

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 2 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

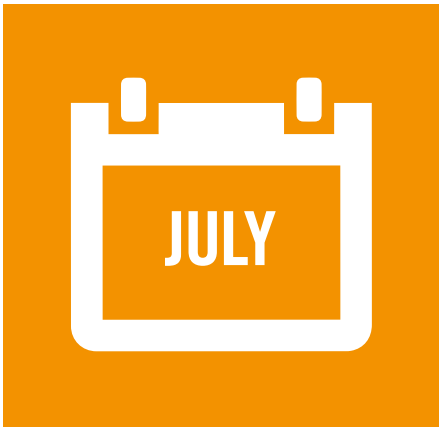
Wednesday 23 November

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.

2022 WINNERS

MOST INSPIRATIONAL STORY
Childline & The Gate London

FUTURE LEADER
Jaclyn Pannell from DHL

CAMPAIGN OF THE YEAR
Birds Eye, ELVIS & Cirkle PR

INSPIRATIONAL MARKETING LEADER
Julia Goldin from The Lego Group

GRAND PRIX
Dove and Ogilvy UK

DIGITAL DAY ENGLAND



2022 DATE

Tuesday 28 June

ABOUT

Be inspired, share and connect with digital thought leaders, innovators and changemakers. We’ll get behind the shiny new toys, myth bust the memes and explore how brands and agencies have connected the dots to connect to customers.

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

LEADING CONVERSATIONS PODCAST

In this first short series, senior leaders within the Marketing industry in Scotland, discuss a wide range of topics - from the trials and tribulations of starting and building a successful marketing agency, to marketing innovation within the drinks industry, the hot topic of sustainability, mental and brain health in the workplace and marketing in a pre and post Covid world. [Listen here.](#)

VIDEOS & EVENT RECORDINGS

INTERVIEWS

MEMBERSHIP DETAILS

SOCIAL MEDIA



@marketingsocscot
6000

@themarketingsoc
38000



The Marketing
Society Scotland
6000

The Marketing
Society
60000



2000



5000



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)

SOM – 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

Providing profile and introductions to new individual and business team members as well as partners and Fellows.

CONTENT

Sharing members news , new work and initiatives.

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
Brand Director - The Dalmore
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
- ALT
- ALWAYS BE CONTENT
- ATOMIC10
- BARCLAYS SCOTLAND
- BAXTERS
- BEAM SUNTORY
- BIG PARTNERSHIP
- BRUICHLADDICH
- CALMAC FERRIES
- CARAT / DENTSU AEGIS EDINBURGH
- CHANNEL 4
- DC THOMSON
- DENHOLM ASSOCIATES
- DEXCOM
- DIAGEO
- DIGITAS
- DISTELL INTERNATIONAL
- DRAGONFLY
- DYNAM
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON UK
- FIFE COLLEGE
- FOOD STANDARDS SCOTLAND
- FRAME
- GLENMORANGIE
- GUY & CO
- HAMPTONS
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- IAN MACLEOD DISTILLERS
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- JOHN DOE GROUP
- LUX EVENTS
- LS PRODUCTIONS
- MACDONALD HOTELS & RESORTS
- MADEBRAVE
- MATERIAL
- MEDIACOM
- MEDIAWORKS
- MUCKLE MEDIA
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS SCOTLAND
- PEOPLE'S POSTCODE LOTTERY
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND/ NATWEST
- ROYAL LONDON
- SCOTLAND FOOD & DRINK
- SAINSBURY'S BANK
- SCOTTISH GOVERNMENT
- SKILLS DEVELOPMENT SCOTLAND
- 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
- USERTESTING
- VEGWARE
- VELUX
- VISITSCOTLAND
- VOLVO
- WEBER SHANDWICK
- WEMYSS
- WHYTE & MACKAY

MEMBERSHIP COSTS



FIRST ROLE

Less than 3 years' experience

£180 + VAT

No joining fee



FUTURE LEADER

At least 3 years' experience

£245 + VAT

£75 joining fee



LEADER

At least 5 years' experience at managerial level

£395 + VAT

£145 joining 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: SCOTLAND

JANUARY

Thursday 13 January - Star Awards Showcase (V)
Monday 17 January – Industry Insights #1 with ICAS, Mental Health & Wellbeing in the Workplace (V)
Tuesday 25 January – Future Leaders #1 with Cara Chambers, International Beverage

FEBRUARY

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

MARCH

Thursday 10 March - Fellows Gathering
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

Thursday 28 April - Industry Insights #2 with DC Thomson, Dundee

MAY

Thursday 5 May – Star Awards judging (2nd stage) (V)
Friday 6 May - Advisory Board Meeting #2
Thursday 12 May - Digital Day [F], hybrid event
Tuesday 17 May - Future Leaders #2 (V) with David Amers, Leith

JUNE

Thursday 1 June - PSA Judging #2 (V)
Thursday 16 June - Trendspotting – Strategy, Edinburgh
Thursday 23 June – Star Awards [F], Edinburgh

AUGUST

Tuesday 9 August - Future Leaders #3 (V) with Gerry Farrell, Farrell Ink
Thursday 18 August - Advisory Board Meeting #3
Thursday 25 August – Amplify [F], Edinburgh

SEPTEMBER

Thursday 8 September - Leading the Conversation
Thursday 15 September - Trendspotting – Creativity, Glasgow
Tuesday 20 September - PSA Judging #3 (V)

OCTOBER

Tuesday 4 October - Future Leaders #4 with Jill Walker, Scottish Government

NOVEMBER

Wednesday 2 November- Inspiring Minds #2, Glasgow
Thursday 3 November - Fellows Get Together
Tuesday 15 November - PSA Judging #4 (V)
- Advisory Board Meeting #4
Wednesday 30 November - St Andrew's Day Dinner [F], Edinburgh

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

2022 EVENT CALENDAR: ENGLAND/GLOBAL

JANUARY

Monday 10th January - Love Work Book Launch By Sophie Devonshire [V]
Wednesday 12th January - Your Society in 2022 [V]
Thursday 13th January – Your Society in 2022 [V]
Friday 14th January – Accelerate Learning Lab [V]
Tuesday 18th January – Changemakers Club
Wednesday 19th January – Inspirations and Insights; Award Showcase, London
Tuesday 25th January – Partner Event; Media Link Supper Club [V]
Wednesday 26th January – Inspirations and Insights [V]
Thursday 27th January – MLP reconnect

FEBRUARY

Tuesday 1st February – Accelerate Learning Lab [V]
Tuesday 15th February – Meta Debate: Personalised Ads, London
Wednesday 16th February – The New World of Marketing [V]
Wednesday 23rd February - A Global Conversation: Better Briefs Project [V]
Thursday 24th February – Step Conference [V]

MARCH

Wednesday 30th March - A Global Conversation: Interactive session [V]
Wednesday 30th March - Accelerate: Learning Lab: Be the marketing leader you want to be?(V)

APRIL

Tuesday 26th April - Medialink Supper Club, London

MAY

Tuesday 3rd May - ACCELERATE LEARNING LAB: COLLABORATE MORE CREATIVELY [V]
Wednesday 11th May - CONNECTIONS AND CONVERSATIONS
Tuesday 17th May - ADVERTISING WEEK: CULTURE & COMMERCE LUNCH: WELCOME TO TALK TV, London
Wednesday 18th May - ADVERTISING WEEK: ACXIOM CULTURE & COMMERCE LUNCH, London

JUNE

Tuesday 7th June – Sprintathon, London
Friday 17th June THE MARKETING SOCIETY BOOK CIRCLE: - THE 12 POWERS - THOMAS BARTA
Tuesday 28th June - Digital Day England
Tuesday 21st June - ONESTOWATCH 2022

JULY

Wednesday 6th July - The 38th Marketing Society Awards, London
Thursday 21st July - AGM

SEPTEMBER

Tuesday 6th September – Accelerate Learning Lab - Master the evolving world of TV [V]
Friday 9th September - Marketing Leaders Programme - Reconnect Sessino [V]
Tuesday 13th September - Member Welcome Event [V]
Wednesday 14th September - Annual Lecture with Dame Carolyn McCall, CEO at ITV, London
Thursday 15th September - The Marketing Society Book Circle: Brandsplaining [V]
Tuesday 20th September - AGM 2022 [V]
Wednesday 28th September - The Big Global Circle - The Forgotten Power of Marketing Fundamentals [V]
Wednesday 28th September - Changemakers Club: Building responsible growth with your CFO, London

OCTOBER

Tuesday 4th October - Accelerate Learning Lab [V]
Thursday 6th October - Roundtable, London
Wednesday 12th October - An Introduction to the Reality of Unreal Engine, hosted by Collective and Epic Games, London
Tuesday 18th October - Roundtable, London
Thursday 20th October - Fellows Forum [V]

NOVEMBER

Tuesday 1 November - Accelerate Learning Lab [V]
Wednesday 2nd November - The Marketing Society Annual Conference, London
Thursday 3rd November - Roundtable, London
Tuesday 15 November - Roundtable, London
Wednesday 23rd November - The Marketing Society Annual Dinner, London
Tuesday 29th November - Medialink Supper Club, London

DECEMBER

Wednesday 7 December - Member Welcome [V]
Thursday 8 December - Rountable, London



THANK YOU

GET IN TOUCH:

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www.marketingsociety.com