

Craig Inglis, Chair, The Marketing Society to be presented at the AGM in July 2023

2022 was a brilliant year for the Society as its membership grew and the company was on target to make an enhanced surplus of £95k, the highest in almost 15 years.

As the impact of COVID reduced and marketers returned to their offices and to live events, the Society continued its financial recovery led by our Chief Executive, Sophie Devonshire and Chief Financial Officer, Penny Hilton-McNerney, who joined the business in January 2021.

As we look back over the achievements and challenges of 2022 for the Society, we believe it's important to share the story of just how far the business has come in the past two years. A testament to our industry and to the Society's leadership.

2022 was a great year for the Society as it continued to navigate the challenges of rising inflation and the impact of COVID lockdowns in our APAC hubs, who were still severely hampered by lockdown restrictions, which thankfully lifted in the second half of the year. We look forward to seeing these hubs return to growth this year.

The Society's proposition, focused on helping members **do well; do good and feel good** has proven popular with members and continues to play a large part in our turnaround. The Society continues to help inspire members to make positive change in their brands, businesses and wider society through its Changemakers agenda, which again has received positive response from members.

There were many key moments in the year, but our flagship events were a standout success. Our Annual Conference and Annual Dinner in London in November are always of the highest calibre, with 400 attending our Conference and 450 at the dinner. Memorable stories from the Conference included hearing from Oona King from Snap; Alessandro Manfredi, Dove and Kay Cossington, Head of Women's Technical at The FA.

And a particular mention for our Star Awards in Scotland which had over 600 guests in Edinburgh – a record for any Marketing Society event in Scotland.

In 2022 we decided to evolve our Digital Day event to become a global event. The event has run in Scotland for 10 years, but in 2022 we took the event to the UAE and London. We see this as an important event helping to provide members with the latest innovations, new technologies and big brains from the digital space.

Our Awards, which took place in person as part of MADfest, had an audience of 250. In 2021, we re-branded our Awards to become The Marketing Society Awards, with a shift away from the previous theme of 'bravery' which had run from 2018-2020. We saw our highest number of entries since 2018 with 159 entries in 2021 and that growth continued into 2022 with entries at 179. Winners of our most prestigious awards included:

Grand Prix - Dove and Ogilvy UK

Marketing Leader of The Year – Julia Goldin from The Lego Group

Future Leader - Jaclyn Pannell from DHL

The Society hosted 120 events and training sessions in 2022 – 73 were live, 47 were virtual. The Society continues to provide members with opportunities to connect, be inspired and accelerate their careers, wherever they are in our network.

Our 'Accelerate' suite of learning and development went from strength to strength, with the addition of The Marketing Leadership Masterclass, run in partnership with Thomas Barta and Syl Saller, with over 69 delegates in 2022. This is in addition to our flagship course, The Marketing Leaders Programme, Ones To Watch for rising stars in our membership, and monthly Learning Lab sessions.

We also hosted a marketing industry Sprintathon in London in partnership with Stand Up To Cancer for the second year running. This industry event saw brands, agencies and media companies nominate 4 of their team to each run 100m around a track, with the distance of all teams equalling the length of a marathon. The Society's members raised over £62K which was split between Stand Up To Cancer, to fund life-saving research to help beat cancer faster, and The Marketing Society, to support the rising talent of the future. Over the years, The Sprintathon has raised an incredible £850k in total.

While continuing to look for ways to help connect the Society's global community digitally, the Society launched its 'Coffeehouse' through the Guild App, offering our 2800+ members the chance to connect, discuss, debate, share ideas and ask for support. This continues to build with over 500 members so far active within the digital community.

In his 2022 Report, our Honorary Treasurer, Jason Foo, CEO, BBD Perfect Storm has given an outline of the financial position of the Society.

Our members

Membership growth continues to be the number one priority for the team. During 2022 the membership grew to 2691 members, up 7% from 2021. Of these members, 52% are based in England, 28% in Scotland, 13% in the UAE and 7% in the other hubs outside of the UK.

In total, 57% of members are client-side, 28% agency side, 6% media and 9% other (education etc).

Business team membership (formerly known as corporate) now makes up 62% of the total membership and continues to be a key driver of membership growth and income.

As part of a series of changes to the membership model, the Society has also launched a subscription option for those who are not yet at the point in their career to be full members, but still allows access to our virtual event programme, online content and publications, engaging their rising talent.

Our International hubs

Membership in our international hubs grew by 2% in 2022.

There was a variance in membership growth, which was primarily dependent on the lockdown impacts of the countries we operate in. Our APAC businesses continued to struggle with extended lockdowns, although I am delighted to report that our Hong Kong and Singapore hubs have bounced back very positively in 2023, with Singapore on track to triple its membership to its highest ever total.

Our hub in the UAE continued to show impressive growth and the hub across Dubai and Abu Dhabi finished the year on 346 members (up 101 from the year before) with many new initiatives launched and large growth expected again in 2023.

By continuing to run virtual events, the Society was able to connect members from different corners of the world more easily, to hear challenges and opportunities of senior marketers globally. In particular, the continuation of the Global Conversations series proved popular, with the ability to hear from a senior leader across the Americas, Europe, MENA and APAC.

The Society also evolved its Pioneering Spirit Awards to become a global programme with members from Scotland, New York and the UAE involved.

Scotland

Rod Gillies, Global Brand Director at Whyte & Mackay took over as Chair of The Marketing Society Scotland Advisory Board with Claire Prentice, Head of Marketing at The Scottish Government his Vice Chair.

There was a real appetite to get back in the room post Covid with all our Flagship events selling out in 2022.

This started with Digital Day in April, now in its 10th year. This event goes from strength to strength, especially with a younger audience determined to keep up with new trends and technology as well as being connected with fellow professionals in our community.

With over 600 guests in attendance, the Star Awards Celebration Dinner in June was our biggest ever event in Scotland with several companies taking tables who had not even entered the Awards, such was the enthusiasm to be part of this special occasion.

At the Amplify Marketing Festival in August, Sarah Warby from Nando's delivered an inspiring and energetic Ogilvy Lecture with a plea to marketers to keep things simple. The day ended with an evening of comedy at the Edinburgh Fringe in association with Channel 4 and Stand Up To Cancer.

And to round off the year we altered the format of the St Andrew's Day Dinner with a Scotland Food & Drink reception to start and our first ever ceilidh to end the evening.

A great way to celebrate another successful year for The Marketing Society in Scotland, where membership continues to grow at an impressive rate with over 85 of the leading organisations now signed up as Business Team members.

Members can read the Annual Review for 2022 on our website.

<https://indd.adobe.com/view/442a1120-aecf-41bd-9cd6-5eb65fb188fa>

Financial Performance

A full account of the Society's financial performance during 2022 is contained in the report from our new Treasurer Jason Foo, who took over the role from Dom Grounsell in October 2021.

2022 was a much-improved year for the Society and we were on target to make an enhanced surplus of £95K, following challenging years from 2018-2020.

The Financial Committee and I are pleased with this return to growth, particularly amidst the backdrop of a year with cost of living and inflation causing challenges, along with lockdown restrictions in APAC.

Cash flow continues to be regularly monitored but the long-term forecast is positive and we should continue to see significant improvement over the next 6-18 months.

My thanks

It is a true privilege to act as Chair of this influential, vibrant community that we are part of, and I am especially proud to see the Society's growth in our membership community and healthy profit and cash positions.

Many thanks to each and every one of you who have contributed and played your part in making The Marketing Society what it is today.

Thanks also to the many partners who support our activity and in particular Accenture Song, Kantar, Medialink, Ozone, PwC and TikTok.

Thanks to all of my colleagues on the Global Board in London, to all of our regional boards and Chairs, and of course our brilliant team in Teddington led by **Sophie Devonshire**, our CEO; our Chief Finance Officer, **Penny Hilton-McNerney**; our Chief Commercial Officer, **Sarah Woodley** and **Alasdair Hall-Jones** our Global Director.

But most of all, my thanks go to you, our members, for your support during the past year. Together, we are a positive and progressive community and our spirit of togetherness is vital in allowing us to navigate the challenges faced by our industry today, whilst ensuring we take opportunities to drive the Society to new heights in the future. I'm very excited to see what more we can do together.

Craig Inglis
Chair, The Marketing Society