



**SCOTLAND**

# ABOUT US 2023

## MEMBERSHIP AND PROGRAMME DETAILS

October 2023



[www.marketingsociety.com](http://www.marketingsociety.com)

## OUR GLOBAL HUBS

SCOTLAND



ENGLAND



NEW YORK



UAE



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 world's most progressive network of marketers, working together to promote and advance the contribution our profession makes to business, the economy and society.



### LOCAL VISION

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

## MARKETING SOCIETY SCOTLAND (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 Advisory 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. We keep things fresh by bringing in 50% of new board members each year who each serve for 2 years.

The Board focuses on 4 key areas:

## MARKETING & MEMBERSHIP

## EDUCATION & EMPOWERMENT

## PURPOSE & PARTNERSHIPS

## EVENTS & EXPERIENCE

## 2023 BOARD MEMBERS

Rod Gillies, Whyte & Mackay (Chair)

Claire Prentice, Scottish Government (Vice-Chair)

Sarah Baillie, StudioLR (FLAG - Future Leaders Advisory Group Chair)

India Morrow, First Milk (FLAG - Future Leaders Advisory Group Vice Chair)

Kirsteen Beeston, Beam Suntory

Pamela Brankin, Weber Shandwick

Chris Bruce, The Lane Agency

Fiona Gray, Equator

Steph Halliday, Denholm Associates

Janice Hutchinson, Sainsbury's Bank

Fiona Kennie, Innis & Gunn

Richard Marsh, Channel 4

Pete Martin, Always Be Content

Elizabeth McMillan, Edrington

Paul Menzies, Tennent's

Barrington Reeves, Too Gallus

Daniel Sear, EssenceMediacom

Neil Skinner, Edrington UK

Cat Summers, Guy & Co

# MEMBERSHIP



# MEMBERSHIP



## COMMUNITY

Connections and conversations with a global network of smart marketers.



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



## INSPIRATION

World class events, awards, speakers and content.



At least 3 years experience with aspiration to lead.



## ACCELERATION

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



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



# MEMBERSHIP BENEFITS



## WORLD-CLASS EVENTS

- 120 exclusive events
- 270 speakers
- 500 event videos



## PUBLICATIONS

- 2 in-house digital publications
- 400 bloggers



## PROFESSIONAL DEVELOPMENT

- 10 Learning Labs
- 4 Future Leaders
- Marketing Leaders Programme
- Marketing Leaders Masterclass
- Onestowatch



## INDUSTRY RECOGNITION

- 58 categories celebrated with awards
- 40 prestigious judges
- 35 years heritage



## GROW YOUR NETWORK

- 2500 influential marketing leaders
- 24950 connections
- An exclusive online Coffeehouse
- Mentoring programme



## THOUGHT LEADERSHIP

- 400 best-practice case studies
- 500 podcasts
- 3000 articles
- Subscription to Campaign magazine



## INDUSTRY INFLUENCE

- £1 billion collective marketing spend
- 6 International locations
- 3 major awards programmes across the globe / a wide range of categories / individual recognition / prestigious judges



## PARTNER DISCOUNTS

- 10% discount on all CIM training
- 6 month Founder's Card membership (worth £250)
- 10% discount to House of Beautiful Business

# FLAGSHIP EVENTS







# DIGITAL DAY SCOTLAND



DATE & LOCATION

ABOUT



Thursday 27 April 2023, Glasgow

## 2023 SPEAKERS INCLUDED:

- Tom Head, Crypto Comparative Linguistics Web3
- Nicole Christensen, Bumble
- Paddy Loughman, Extinction Rebellion
- Natalie Raine, YouTube
- Charlotte Williams, sevensix
- Andruwu, Content Creator
- AJ Coyne, Klarna

## JOINT HEADLINE SPONSORS

REPUBLIC OF MEDIA



- An event dedicated to all things digital with inspiring and thought-provoking speakers.
- A range of topics and themes including:
  - the marketer's toolkit: trends for 2023
  - creative commerce
  - user behaviours and persuasive brands
  - what the f\*\*\* is Web3?
  - the Bumble journey
  - the climate crisis and advertising
  - positive purpose
  - the digital underground
  - tech acceleration

[WATCH THE HIGHLIGHTS VIDEO](#)



# STAR AWARDS



DATE & LOCATION

ABOUT

## STRATEGIC PARTNERS



*Beam* SUNTORY



Thursday 15 June 2023, Glasgow

- 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
- 560 guests attending the Awards Dinner at the DoubleTree by Hilton - a record for a Marketing Society event in Glasgow!

[WATCH THE HIGHLIGHTS VIDEO](#)







# AMPLIFY MARKETING FESTIVAL



DATE & LOCATION

ABOUT

## SPONSORS

CARAT

Ogilvy

## PARTNERS



Thursday 24 August 2023, Edinburgh

- Inspiring speakers, passionate debate and friendly competition celebrating creativity and making connections
- 5 Events for 2023:
  - The Cannes Review
  - The Ogilvy Lecture with Frank Cottrell-Boyce
  - Celebrating Craft
  - Clients vs Agencies Creative Challenge
  - Comedy Blowout After Party
- Fringe events

[WATCH LAST YEAR'S HIGHLIGHTS VIDEO](#)

# ST ANDREW'S DAY DINNER



DATE & LOCATION

ABOUT

## SPONSORS



DenholmAssociates

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

Thursday 30 November 2023, Edinburgh

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

[WATCH LAST YEAR'S HIGHLIGHTS VIDEO](#)





# EMPOWERING DEVELOPMENT PROGRAMME





# EMPOWERING DEVELOPMENT EVENTS

## FUTURE LEADERS

ABOUT

**SPONSORED BY**

WHYTE & MACKAY

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. FLAG run a First Role Fundamentals virtual event series specifically for First Role members.

## LEADING THE CONVERSATION

ABOUT

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

## INSPIRING MINDS

ABOUT

**SPONSORED BY**



Two half day events covering a wide range of marketing skills. This year focuses on:

The Good Idea - reigniting that creative spark and  
The Good Word - writing for impact.

## 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.

October host:



## TRENDSPOTTING

ABOUT

Marketing Society members come together to discuss and explore emerging trends, strategies, and innovations.

These events provide a platform for marketers to learn from each other, share insights, and stay ahead of the curve in our ever-evolving industry.

Two half day events focussing on Strategy and Creativity, alternating in Glasgow and Edinburgh.

**DEVELOPMENT EVENTS ARE FREE TO MEMBERS WHO ALSO GET PRIORITY BOOKING**

# 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**

### 10 YEARS: BEST OF THE BEST



Inglorious Fruits | Intermarche | France



Young Bride | RDDL | Lebanon



Lucky Iron Fish | University of Guelph | Cambodia

**ACCELERATE**



# 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 encourage 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:

Marketing Leaders Programme, Onestowatch, Marketing Leaders Masterclass, Learning Labs and Insiders Programme and Being Bold Workshops.



## MARKETING LEADERS PROGRAMME

In collaboration with Accenture Song, MLP is a course for high potential marketers preparing for senior leadership roles. Since 2004, we've coached hundreds of promising marketers from companies including Aviva, Bacardi and Unilever. The attendees benefit from the wisdom of senior leaders such as Keith Weed, the BBC's Kerris Bright and moneysupermarket's Peter Duffy. The programme features seven two-hour virtual workshops hosted across three months (May, June and July). For more information check out [our website](#).

## LEARNING LABS

Our monthly Learning Labs are half-day workshops designed exclusively for members to accelerate learning through knowledge and tools from industry experts. Topics are ever changing and the sessions are always incredibly interactive. For more information about our upcoming Learning Lab workshops visit our [event page](#).



## ONESTOWATCH

Onestowatch recognises and nurtures the bright stars of our future. Delegates learn about leadership, understanding their core brand values and developing their own leadership style. They leave with a ready-made community of like-minded marketers to learn from and connect with while hearing from speakers such as Chris Barez-Brown, Jeremy Waite and Ruth Saunders. Since 2015, we've coached over 500 promising marketers from John Lewis, Hiscox, Emirates NBD and Facebook. For more information check out [our website](#).



## MARKETING LEADERS MASTERCLASS

Join Thomas Barta and Syl Saller and a real-time group of peers to grow your marketing leadership skills and learn the essence of leading change in just 100 days. The flexible, paced programme with bite-size lectures, on demand, is well suited for marketers with a demanding day job. The masterclass features live sessions when you can problem solve with top ranking experts, mentors for extra support, fun reflective challenges, peer discussions and a certificate of growth. For more information check out [our website](#).

## INSIDERS PROGRAMME & BEING BOLD WORKSHOPS

Bespoke learning, including the Insiders Programme bringing our community of experts inside your organisation and BeingBold Workshops to change behaviours or work on a live brief. For more information about the [Insiders Programme](#) and [BeingBold Workshop](#) visit our website.



# 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 out the calendar at the end of this document for dates and visit the website for more details:

[www.marketingsociety.com/events](http://www.marketingsociety.com/events)



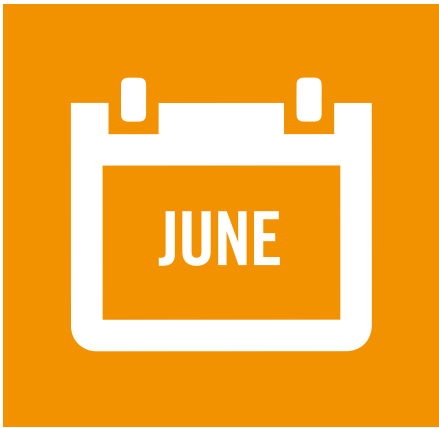
Throughout the year members can access regular webinars from The Marketing Society global hubs featuring leading speakers on key subjects.

Themes and subjects have included:



# LONDON FLAGSHIP EVENTS

## THE MARKETING SOCIETY AWARDS



DATE

Wednesday 28 June 2023

ABOUT

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

### 2023 WINNERS

- |                                |                         |
|--------------------------------|-------------------------|
| <b>CAMPAIGN OF THE YEAR</b>    | <b>BEST BRAND TEAM</b>  |
| Mayor of London with Ogilvy UK | ITV                     |
| <b>GRAND PRIX</b>              | <b>BEST AGENCY TEAM</b> |
| McDonald’s and Leo Burnett     | WeAreFearless           |

## DIGITAL DAY ENGLAND



DATE

Wednesday 10 May 2023

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.



# LONDON FLAGSHIP EVENTS

## ANNUAL CONFERENCE



DATE

Tuesday 14 November 2023

ABOUT

A powerful day of inspiration, ideas and energy from entrepreneurs, creatives, marketing leaders and pioneers. Speakers include:

- Emma Harris, CEO, The Glow London
- Katharine Birbalsingh CBE, Headteacher, Michaela Community School
- James Averdieck, Managing Director, The Coconut Collaborative

## ANNUAL DINNER



DATE

Tuesday 28 November 2023

ABOUT

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

There's entertainment, great food, the chance to discover who has been awarded the prestigious title of Marketing Society Fellow and of course, to crown our Brand of the Year.

# 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

[www.marketingsociety.com](http://www.marketingsociety.com)

## BLOGS & THINK PIECES

## AWARD CASE STUDIES

## EVENT DETAILS & BOOKINGS

## PUBLICATIONS



## SOCIAL MEDIA



@marketingsocscot  
6,000

@themarketingsoc  
38,000



The Marketing  
Society Scotland  
7,400

The Marketing  
Society  
92,000



2,000

 6,000

## VIDEOS & EVENT RECORDINGS

## INTERVIEWS

## MEMBERSHIP DETAILS

## LEADING CONVERSATIONS PODCAST

Now in its second series, 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.](#)



# COFFEEHOUSE ON GUILD

This group is for any member of The Marketing Society who would like to share ideas, knowledge and thought-provoking content, get feedback from the group, and make connections. A safe virtual space for our members across the world to connect, chat, debate, share and be inspired.

Our Society is made by our members. We flourish when everyone gets involved by contributing to the conversations, asking questions and sharing their knowledge. We look forward to welcoming you as an active participant in this community!

Click [here](#) to join.



## THE BENEFITS FOR YOU

### CONNECT

You'll instantly be a part of our global community of like-minded members – senior marketers with a shared passion for marketing and a common belief that together we can achieve more than alone. Take advantage of the Connect and Direct Messages functions to build your connections with fellow members.

### DISCOVER

You'll be able to discover what Society events are coming up as well as the community's hot topics and discussions. Furthermore, use Guild's 'Discover' function to join other groups, outside of the Coffeehouse, for more niche interests and specialisms.

## THE BENEFITS FOR BUSINESS

Your brand will be visible to the community as you contribute to threads and discussions. This is a no-selling space and is therefore a great opportunity to establish your business as thought leaders.

### SHARE AND SUPPORT

Sharing is caring and in our community, we care! Take a couple of minutes to share your knowledge with your peers, share what you have read or learned recently and share any questions or challenges you're currently experiencing. You're able to add to existing threads of conversation or use the 'New Conversation' function to start a fresh one.

### WHY GUILD?

- Easy to use
- Members-only group with approval process for entry
- No ads and no selling
- Clear group purpose and guidelines
- Access to join other groups on the Guild platform

# 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.



Welcome to **What's Going On** – a weekly update from The Marketing Society Scotland with details of our upcoming events and range of activities.

You can find more information on The Marketing Society, our programme for the year and details on membership in [About Us](#).

Many of our events and development initiatives are free to members or significantly discounted on non-member prices. We provide a combination of local, physical events with the opportunity to make new connections as well as a full programme of virtual events from England and our other global hubs.

## SUPPORTING OUR MEMBERS (SOM)

SOM – is a weekly email which we send out on Wednesdays which features:

**CONNECTIONS** - providing profile and introductions to new individual & business team members as well as partners & Fellows.

**CONTENT** - sharing members news, new work and initiatives.

**COMMUNITY** - supporting partner events, new initiatives and job market opportunities.



Dear Joanne

Supporting Our Members (SOM) is our weekly email where we make member connections, share member content and provide information and news which we think may be of interest to our marketing community.

You can support us in the following ways:

- Provide us with your content, from new campaigns and projects to new vacancies and recruits – [email Erin](#)
- Encourage colleagues and contacts to sign up to our mailing list – [sign up here](#)
- Enquire about membership and member get member incentives – [email Umama](#)

## THE EDIT

A global monthly update on events and initiatives across our 6 global hub featuring blogs, podcasts, videos and interviews.



### Marketing stories to spark growth

As marketers, we know the importance of continuing to learn, grow and take inspiration from the people around us.

This month, we share our Marketing Transformation Report in partnership with Accenture Song which draws upon the winning case studies from our 2022 Awards. Plus our writers share how you can foster innovation and show your marketing's effectiveness and we announce the return of the Marketing Leaders Programme.



# 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



**NATALYA RATNER**  
Marketing Director  
Robotical



**CARA CHAMBERS**  
Marketing Director  
International Beverage



**ROD GILLIES**  
Brand Director - The Dalmore  
Whyte & Mackay

A selection of our current mentors above



# STUDENT MARKETING SOCIETIES

Promoting the marketing profession and introducing students to our industry.

**Established in 11  
universities & colleges  
across Scotland with a  
Marketing Society mentor**



**Annual Student  
Marketing Society  
Gathering curated by  
the Student Marketing  
Societies**

\*Edinburgh, Edinburgh Napier, Queen Margaret, Glasgow, Glasgow Caledonian, City of Glasgow College, 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
- 3T ENERGY SCOTLAND
- AEGON ASSET MANAGEMENT
- ALT
- ALWAYS BE CONTENT
- BARCLAYS SCOTLAND
- BAXTERS
- BEAM SUNTORY
- BRUICHLADDICH
- CALMAC FERRIES
- CARAT / DENTSU CREATIVE
- C & C / TENNENT'S
- DC THOMSON
- DENHOLM ASSOCIATES
- DEXCOM
- DIAGEO
- DISTELL INTERNATIONAL
- DONALDSON TIMBER
- DYNAM
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON UK
- ESSENCEMEDIACOM
- FIFE COLLEGE
- FOOD STANDARDS SCOTLAND
- FRAME
- GLENMORANGIE
- GUY & CO
- HAMPTON
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- HYDROGEN
- IAN MACLEOD DISTILLERS
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- JOHN DOE GROUP
- LUX EVENTS
- LS PRODUCTIONS
- MACDONALD HOTELS & RESORTS
- MADEBRAVE
- MATERIAL
- MEDIAWORKS
- MUCKLE MEDIA
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS SCOTLAND
- PEOPLE'S POSTCODE LOTTERY
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND/ NATWEST
- ROYAL LONDON
- SAINSBURY'S BANK
- SCOTLAND FOOD & DRINK
- SCOTTISH GOVERNMENT
- SCOTTISH POWER
- SKILLS DEVELOPMENT SCOTLAND
- SPEY
- SQA
- ST JAMES QUARTER
- STRIPE
- STV
- SUNSHINE COMMUNICATIONS
- TESCO BANK
- THE BIG PARTNERSHIP
- THE GATE
- THE LANE AGENCY
- THE LEITH AGENCY
- THE MORTGAGE LENDER
- THE R&A
- THE ROYAL EDINBURGH MILITARY TATTOO
- THE UNION
- UNION DIRECT
- UNIVERSITY OF EDINBURGH
- UNIVERSITY OF GLASGOW
- UNIVERSITY OF STRATHCLYDE
- VEGWARE
- VOLVO
- WEBER SHANDWICK
- WEMYSS FAMILY SPIRITS
- WHYTE & MACKAY



# MEMBERSHIP COSTS



## FIRST ROLE

Less than 3 years' experience

**£199 + VAT**

No joining fee



## FUTURE LEADER

At least 3 years' experience

**£269+ VAT**

£75 joining fee



## LEADER

At least 5 years' experience at managerial level

**£435 + 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 Amazon 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**

# 2023 EVENT CALENDAR: SCO/ENG

## January

Thursday 12 January - Accelerate: Learning Lab with Beentheredonethat (V)  
Tuesday 17 January - Star Awards Showcase (V)  
Thursday 19 January - Future Leaders #1, Glasgow  
Thursday 25 January - Burns Event @ JWPS, Edinburgh  
Tuesday 31 January - PSA Judging #1 (V)

## February

Tuesday 7 February - Accelerate: Learning Lab Marketing for the Modern Data Economy (V)  
Wednesday 8 February - Connection & Conversation with Medialink, London  
Monday 13 February - Star Awards Entry Deadline #1  
Wednesday 22 February - Onestowatch, London  
Thursday 23 February - Onestowatch, London

## March

Tuesday 7 March - Accelerate: Learning Lab (V)  
Thursday 9 March - Marketing Leaders Programme (MLP) Module 1, London  
Friday 10 March - Marketing Leaders Programme (MLP) Module 1, London  
Wednesday 15 March - Fellows Mentoring Event, London  
Thursday 16 March - Star Marketing Student Apprentice Day, Glasgow  
Tuesday 21 & Wednesday 22 March - Star Awards 1st Stage Judging (V)  
Wednesday 29 March - Inspiring Minds #1, Glasgow

## April

Tuesday 4 April - Accelerate: Learning Lab (V)  
Wednesday 19 April - Leading the Conversation #1  
Thursday 20 April - Marketing Leaders Programme, London  
Thursday 20 April - Future Leaders #2  
Friday 21 April - Marketing Leaders Programme, London  
Thursday 27 April - Digital Day+ [F], Glasgow

## May

Thursday 4 May - Star Awards 2nd Stage Judging (V)  
Wednesday 10 May - Digital Day, London  
Wednesday 17 May - Trendspotting - Strategy, Glasgow

## June

Tuesday 6 June - Accelerate: Learning Lab (V)  
Tuesday 6 June - PSA Judging #2 (V)

Thursday 15 June - Star Awards [F], Glasgow  
Monday 26 June - AGM  
Wednesday 28 June - The Marketing Society Awards, London

## July

Tuesday 4 July - Accelerate: Learning Lab (V)  
Thursday 13 July - Summer Party, London

## August

Thursday 10 August - Future Leaders #3  
Thursday 24 August - Amplify [F], Edinburgh

## September

Tuesday 5 September - Annual Lecture, London  
Wednesday 6 September - Leading the Conversation #2  
Tuesday 19 September - PSA Judging #3 (V)  
Tuesday 19 September - An Audience with... (V)

## October

Thursday 5 October - Industry Insights with National Trust for Scotland, Edinburgh  
Wednesday 11 October - Inspiring Minds #2, Edinburgh  
Tuesday 31 October - Trendspotting - Creativity, Edinburgh

## November

Thursday 2 November - Fellows Gathering (V)  
Tuesday 7 November - Accelerate: Learning Lab (V)  
Tuesday 14 November - PSA Judging #4 (V)  
Tuesday 14 November - Annual Conference, London  
Thursday 23 November - Future Leaders #4  
Tuesday 28 November - Annual Dinner, London  
Thursday 30 November, St Andrew's Day Dinner [F], Edinburgh

## December

Tuesday 5 December - Accelerate: Learning Lab (V) 10-11.30am  
Tuesday 5 December - Star Awards Launch Event (V) 2-3pm  
Tuesday 5 December - Christmas Drinks @ Johnnie Walker Princes Street 5-7pm  
Wednesday 6 December - Member Welcome Event (V)

## NOTES

(V) = virtual event

Dates are subject to change

Keep an eye on our website and weekly emails



# 2022 HIGHLIGHTS





# THANK YOU

#### GET IN TOUCH:

**GRAEME ATHA - DIRECTOR**

[graeme@marketingsociety.com](mailto:graeme@marketingsociety.com)

**LUX EVENTS - EVENT & MEMBERSHIP PARTNER**

[marketingsociety@luxevents.co.uk](mailto:marketingsociety@luxevents.co.uk)

#### NEW MEMBERSHIP

**UMAIMA WALIA - COMMUNITY GROWTH MANAGER**

[umaima@marketingsociety.com](mailto:umaima@marketingsociety.com)

#### NEW PARTNERSHIPS

**RACHAEL RODRIGUES - HEAD OF PARTNERSHIPS**

[rachael@marketingsociety.com](mailto:rachael@marketingsociety.com)



[www.marketingsociety.com](http://www.marketingsociety.com)