THE MARKETING LEADERS PROGRAMME 2024

Accelerate your senior leaders success

The Marketing Society, together with Accenture Song, has developed the Marketing Leaders Programme (MLP) as a unique development experience for high-potential marketers who are preparing for senior leadership roles. To support the development of great marketing leaders, globally.

The in-person programme blends both marketing and people leadership skill development. It is delivered by eminent industry leaders and leadership experts and is designed to help shape the great global marketing leaders of tomorrow.

The strength of the programme lies in the way it brings together today's marketing leaders with those of tomorrow, in an open environment, enabling honest discussions between participants and globally renowned speakers.

We have coached hundreds of promising senior marketers over the last 20 years from Aviva, Bacardi, Barclays, Costa Coffee, Weetabix, British Gas, Tesco, McDonald's, Heineken, Unilever and so many more.

20 YEARS accelerating marketing leaders

100+
World-renowned CMO & CEO speakers from leading organisations

13 storytellers for 2024 include

- Giles Rhys Jones, Chief Marketing Officer **what3words**
- Kerris Bright, Chief Customer Officer, **BBC**
- Mark Curtis, Head of Sustainability and Thought Leadership, **Accenture Song**
- Ellie Norman, Chief Communications Officer, **Manchester United**
- Trevor Johnson, Head of Global Business Marketing, EUI, **TikTok**
- Emma Harris, Finance Director – Food, Retail and Property, **Marks & Spencer**
- Naomi Walkland, Vice President, EMEA & APAC Marketing at **Bumble**
- Carolyn Youdell, Group Marketing Director – **Specsavers**
- Ian Cranna, General Manager, **Taco Bell UK & Europe**
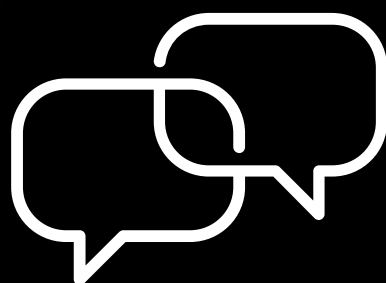
600+
Alumni network

28
Delegates, giving you a network of circa...

14,000
Contacts

"The speakers have been truly inspirational. They have been thought provoking and triggered new ideas for me on my leadership journey."

2023 Attendee

"Career defining and life-changing which without doubt sends you out as a much better leader."

Annie Kennedy, Shell

Limited places for 2024

Apply or nominate now by 31 January 2024

marketingleaderprogramme.com

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