



ABOUT US 2024

MEMBERSHIP AND PROGRAMME DETAILS



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

2024 BOARD MEMBERS

Claire Prentice, The Scottish Government (Chair)

Pete Martin, Always Be Content (Vice-Chair)

Sarah Baillie, Scotsman Hospitality Group (FLAG Chair)

Brianna Burt, LS Productions (FLAG Vice-Chair)

Chris Batchelor, Muckle Media

Victoria Best, Skyscanner

Pamela Brankin, Weber Shandwick

Emma Falvey, Smarts

Fiona Gray, Equator

Peter Griffiths, CalMac

David Haggerty, ALT

Steph Halliday, Denholm Associates

Jeff Hodgson, Baxters

Janice Hutchinson, Sainsbury's Bank

Fiona Kennie, Innis & Gunn

Amy MacWilliam, Edrington

Richard Marsh, Channel 4

Daniel Sear, EssenceMediacom

Lyndsay Snoddon, The Union

Simon Watson, Republic of Media

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.

BUSINESS TEAMS

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.



INSPIRATION

World class events, awards, speakers and content.



At least 3 years experience with aspiration to lead.

INTERNATIONAL MEMBERSHIP

Available to members currently based overseas.



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.

KEY PERFORMANCE INDICATORS

From our Annual Membership Survey

95% inspired by our vision

89% 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

Thursday 18 April 2024, Glasgow

ABOUT

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

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

HEADLINE SPONSOR

REPUBLIC★F MEDIA



- A range of topics and themes in 2023 included:

- the marketer's toolkit: trends
- 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 20 June 2024, Edinburgh

- 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
- Almost 600 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

DC
DENTSU CREATIVE

PARTNERS



fringe
society



Thursday 22 August 2024, Edinburgh

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

- 5 Events for 2024:
 - The Cannes Review
 - The Ogilvy Lecture with Pete Markey, CMO, Boots
 - Celebrating Craft
 - Clients vs Agencies Creative Challenge
 - After Party with Fringe comedians

- Fringe events

[WATCH THE HIGHLIGHTS VIDEO](#)

CHANGEMAKERS CONFERENCE

NEW FOR 2024



DATE

Wednesday 30 October 2024, Edinburgh

ABOUT

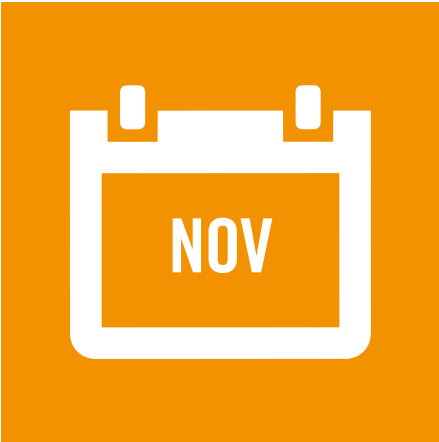
The inaugural Scotland Changemakers Conference will bring together inspiring individuals from the world of marketing and beyond who have championed change and have a brilliant story to tell.

Speakers will share their experience, insights and advice to empower and inspire marketers to be the changemakers in their organisations.

Launch: June 2024



ST ANDREW'S DAY DINNER



DATE & LOCATION

ABOUT

Thursday 28 November 2024, Glasgow

- 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 THE HIGHLIGHTS VIDEO](#)

SPONSORS



DenholmAssociates

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



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.

INSPIRING MINDS

ABOUT

SPONSORED BY



Two half day events covering a wide range of marketing skills. Delivered by award-winning trainer Amy Kean, the 2024 topics are:

Good Shout - a couch to 5k for your voice that drastically enhances your communications style.

Good Weird - if we all allowed ourselves to be the weird we naturally are, the happier and more creative we'd all be!

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. 2023 topics included:

- Gaming x Marketing
- Is bravery dead?
- Marketing to Gen-Z & co-creation with brands
- AI as a strategy tool
- Listening to activist voices
- If the consumer is going back to basics, what should brands do?
- Ten years on from 'The long and short of it', has what's needed for brand growth changed?

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 | RDFL | 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



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

4 July 2024

ABOUT

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

2023 WINNERS

CAMPAIGN OF THE YEAR

Mayor of London with Ogilvy UK

GRAND PRIX

McDonald’s and Leo Burnett

BEST BRAND TEAM

ITV

BEST AGENCY TEAM

WeAreFearless

DIGITAL DAY ENGLAND



DATE

9 May 2024

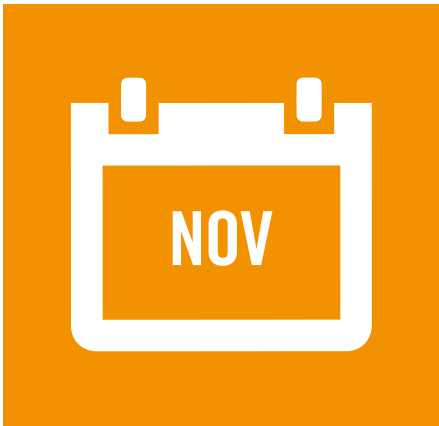
ABOUT

Join us for a day of much-needed connections, thought-provoking conversations and insightful talks. A day designed to inform, inspire and to discover and to overcome challenges that we all face in the digital marketing world.

Last year’s event included speakers from Yahoo!, Microsoft, IBM iX, Meta, Santander and Loops.

LONDON FLAGSHIP EVENTS

ANNUAL CONFERENCE



DATE

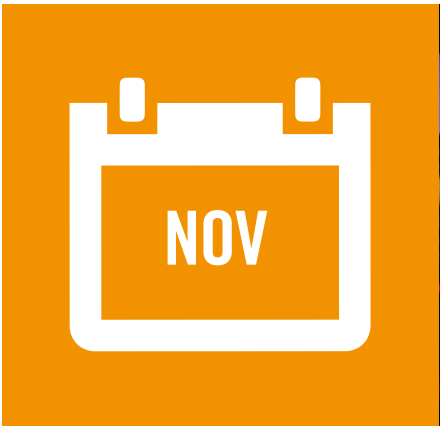
13 November 2024

ABOUT

A powerful day of inspiration, ideas and energy from entrepreneurs, creatives, marketing leaders and pioneers. 2023 speakers included:

- Emma Harris, The Glow London
- Eve Williams, eBay
- Katharine Birbalsingh CBE
- Rory Sutherland, Ogilvy
- Guy Middleton, Diageo
- Naomi Walkland, Bumble

ANNUAL DINNER



DATE

20 or 27 November 2024

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

BLOGS & THINK PIECES

AWARD CASE STUDIES

EVENT DETAILS & BOOKINGS

PUBLICATIONS



SOCIAL MEDIA



@marketingsocscot
6,000

@themarketingsoc
38,000



The Marketing Society Scotland
8000

The Marketing Society
100,000



2,000

 6,000

VIDEOS & EVENT RECORDINGS

INTERVIEWS

MEMBERSHIP DETAILS

LEADING CONVERSATIONS PODCAST

Now in it's 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



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
- GOOGLE
- IBM
- JOHN LEWIS & PARTNERS
- LINKEDIN
- MCDONALDS
- MICROSOFT
- MULLER
- M&S
- PAYPAL
- PIZZA HUT
- SALESFORCE
- SNAPCHAT
- TIK TOK
- TUI
- THE ECONOMIST
- UNILEVER

SCOTLAND

- 3T ENERGY SCOTLAND
- AEGON ASSET MANAGEMENT
- ALT
- ALWAYS BE CONTENT
- BARCLAYS SCOTLAND
- BAXTERS
- BEAM SUNTORY
- BRODIES
- BRUICHLADDICH
- CALMAC FERRIES
- CARAT / DENTSU CREATIVE
- C & C / TENNENT'S
- CVH SPIRITS
- DC THOMSON
- DENHOLM ASSOCIATES
- DEXCOM
- DIAGEO
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON UK
- ESSENCEMEDIACOM
- FIFE COLLEGE
- FIRST BUS
- FOOD STANDARDS SCOTLAND
- FRAME
- GLENMORANGIE
- GUY & CO
- HAMPTON
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- HYDROGEN
- HYMANS ROBERTSON
- IAN MACLEOD DISTILLERS
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- JOHN DOE GROUP
- LUX EVENTS
- LS PRODUCTIONS
- MADEBRAVE
- MATERIAL
- 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 ENTERPRISE
- SCOTTISH GOVERNMENT
- SCOTTISH POWER
- SCOTTISH WIDOWS
- SEAFISH
- SKILLS DEVELOPMENT SCOTLAND
- SPEY
- SQA
- ST JAMES QUARTER
- STRIPE
- STUDIOLR
- STV
- THE BIG PARTNERSHIP
- 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
- 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

£299+ VAT

£75 joining fee



LEADER

At least 5 years' experience at managerial level

£465 + 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**

2024 EVENT CALENDAR

January

Tuesday 9 January – Accelerate Learning Lab
Wednesday 17 January - Star Awards Judges Briefing Session (pre-record)
Thursday 18 January – FLAG (Future Leaders Advisory Group) Meeting #1
Wednesday 24 January – Topical Virtual Event
Thursday 25 January - Future Leaders with Richard Simpson
Tuesday 30 January - PSA Judging #1 (V)

February

Thursday 1 February – First Role Fundamentals #1
Tuesday 6 February – Accelerate Learning Lab
Tuesday 6 February - Advisory Board Meeting, Edinburgh
Monday 12 February - Star Awards Entry Deadline #1
Monday 19 February - Star Awards Entry Deadline #2
Wednesday 21 February – Connection and Conversation Event, London
Monday 26 February - Star Awards Entry Deadline #3

March

Tuesday 5 March – Accelerate Learning Lab
Thursday 14 March - Star Marketing Student Apprentice Day, Glasgow
Wednesday 20 March – Annual Lecture [F], London
Wednesday 20 & Thursday 21 March - Star Awards 1st Stage Judging (V)
Wednesday 27 March - Inspiring Minds, Glasgow

April

Tuesday 2 April - Accelerate Learning Lab
Tuesday 23 April – First Role Fundamentals #2
Thursday 18 April - Digital Day [F], Glasgow
Thursday 25 April – Future Leaders #2
Date tbc - PSA student marketing societies

May

Wednesday 1 May – Sprintathon
Thursday 2 May – FLAG Meeting #2
Tuesday 7 May - Accelerate Learning Lab
Wednesday 8 May - Star Awards 2nd Stage Judging (V)
Thursday 9 May – Digital Day England, London
Tuesday 14 May – Advisory Board Meeting (Zoom)
Thursday 23 May – Trendspotting (Strategy), Edinburgh

Please note -
Dates are subject to change | Keep an eye on our website and weekly emails
[V] virtual [F] flagship

June

Tuesday 4 June - Accelerate Learning Lab
Tuesday 4 June - PSA Judging #2 (V)
Wednesday 19 June – Topical Virtual Event
Thursday 20 June – Star Awards [F], Edinburgh
Wednesday 26 June – Connection and Conversation Event, London
Thursday 27 June – Fellows Lunch

July

Tuesday 2 July - Accelerate Learning Lab
Thursday 4 July – The 39th Marketing Society Awards [F], London
Wednesday 10 July – Summer Party, London
Wednesday 17 July – Topical Virtual Event

August

Tuesday 6 August – FLAG Meeting #3
Thursday 8 August - Future Leaders #3
Tuesday 13 August - Advisory Board Meeting (Edinburgh)
Thursday 15 August – First Role Fundamentals #3
Thursday 22 August – Amplify [F], Edinburgh

September

Tuesday 10 Sept - Accelerate Learning Lab
Wednesday 11 Sept – CEO Conversation, London
Tuesday 17 September - PSA Judging #3 (V)
Wednesday 18 September - Inspiring Minds #2, Edinburgh
Wednesday 18 September – Topical Virtual Event
Thursday 26 September - Trendspotting (Creativity), Glasgow

October

Tuesday 1 Oct - Accelerate Learning Lab
Thursday 10 October - Future Leaders #4
Tuesday 15 October – First Role Fundamentals #4
Wednesday 16 October – Topical Virtual Event
Wednesday 30 October - Changemakers Conference [F], Edinburgh
Thursday 31 October – FLAG Meeting #4

November

Tuesday 5 November - Accelerate Learning Lab
Tuesday 5 November - Advisory Board Meeting (Zoom)
Thursday 7 November – Fellows Dinner
Tuesday 12 November - PSA Judging #4 (V)
Wednesday 13 November – Annual Conference [F], London
Wednesday 20 / Wednesday 27 November – Annual Dinner [F], London
Thursday 28 November, St Andrew’s Day Dinner [F], Glasgow

December

Tuesday 3 Dec – Accelerate Learning Lab
Tuesday 3 December - Star Awards Showcase Event (V)
Thursday 5 December - Festive Drinks, Glasgow

HIGHLIGHTS





THANK YOU

GET IN TOUCH:

GRAEME ATHA - DIRECTOR
graeme@marketingsociety.com

NEW MEMBERSHIP
UMAIMA WALIA - COMMUNITY GROWTH MANAGER
umaima@marketingsociety.com

LUX EVENTS - EVENT, MEMBERSHIP & COMMUNICATIONS PARTNER (SCOTLAND)
marketingsociety@luxevents.co.uk

PIPPA BARKER - Partnership Manager
pippa@luxevents.co.uk



www.marketingsociety.com