



ABOUT US 2024

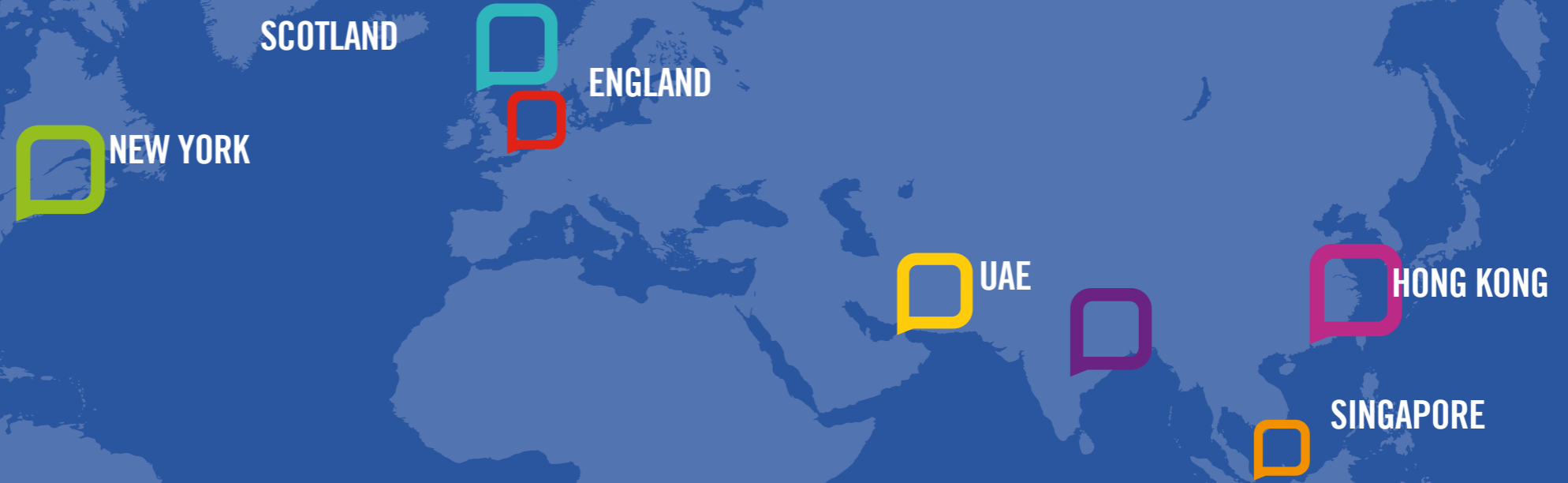
MEMBERSHIP AND PROGRAMME DETAILS

July 2024



www.marketingsociety.com

OUR GLOBAL HUBS



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.

THE MARKETING SOCIETY SCOTLAND 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, Royal London

Fiona Kenzie

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.

● A range of topics and themes:

- the unknown digital media landscape in Asia
- play and gamification
- disruptors and growth marketing
- building consumer centric brands
- exploring the possibilities of generative AI
- the era of the multiplayer brand
- disrupting the market and winning with new consumer experiences

2024 SPEAKERS INCLUDED:

- Will Harvey, Senior Global Digital Innovation Manager, Breakthrough Innovation, Diageo
- Zoe Scanman, Co-Founder, Bodacious
- Max Sinclair, Founder and CEO, Ecomtent
- Ruchika Kalra, Brand & Engagement Director, lastminute.com
- Michael Sani, Chief Exploration Officer, Play Verto
- Carol Chan, Managing Director, Comms8
- Yoann Pavy, ex CMO Nude, In Growth we Trust podcast

HEADLINE SPONSOR

REPUBLIC OF MEDIA

[WATCH THE HIGHLIGHTS VIDEO](#)

STAR AWARDS



DATE & LOCATION

ABOUT



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 attended the Awards Dinner at the O2 Academy in Edinburgh!

[WATCH THE HIGHLIGHTS VIDEO](#)

STRATEGIC PARTNERS





AMPLIFY MARKETING FESTIVAL



DATE & LOCATION

ABOUT

Thursday 22 August 2024, Edinburgh

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

- 6 Events for 2024:
 - The Cannes Lions Review
 - The Amplify Debate
 - The Ogilvy Lecture with Pete Markey, CMO, Boots
 - Celebrating Craft with David Eustace
 - Clients vs Agencies Creative Challenge
 - After Party with Fringe comedians

SPONSORS



PARTNERS



[WATCH THE HIGHLIGHTS VIDEO](#)

CHANGEMAKERS CONFERENCE

NEW FOR 2024



DATE

ABOUT

Tuesday 22 October 2024, Edinburgh

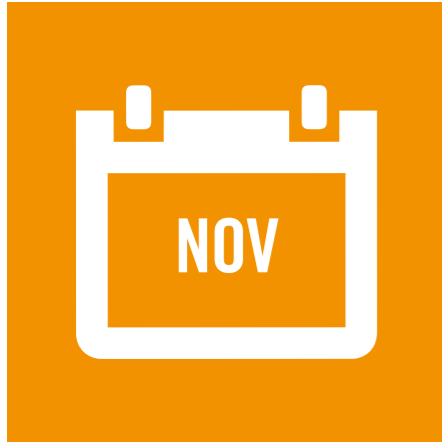
The inaugural Scotland Changemakers Conference will bring together inspiring individuals from the world of marketing and beyond who have championed change and have a brilliant story to tell.

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

Launch: August 2024



ST ANDREW'S DAY DINNER



DATE & LOCATION

Wednesday 27 November 2024, Glasgow

ABOUT

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

SPONSORS



DenholmAssociates

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



[WATCH THE HIGHLIGHTS VIDEO](#)

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.

The 2024 speakers are Richard Simpson (Tayburn), Paul Menzies (C&C), Pam Scobbie (John Doe) and Marie Owens (LS Productions).

Future Leader Advisory Group (FLAG) run a **First Role Fundamentals** virtual event series specifically for First Role members. Topics this year include:

February: Beyond the Logo: Exploring Brand & Self Identity in Marketing

April: An Exploration of Agency & Client Career Paths

August: Quick wins to make you a leader!

October: How to radiate confidence

DEVELOPMENT EVENTS ARE FREE TO MEMBERS WHO ALSO GET PRIORITY BOOKING

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. Previous topics have included: Gaming x Marketing, Is bravery dead?, Marketing to Gen-Z, AI as a strategy tool, Listening to activist voices, If the consumer is going back to basics, what should brands do?

INSPIRING MINDS

ABOUT

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!

SPONSORED BY



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

2024 WINNERS



IKEA | IKEA Baby Boom | Norway



Welcome to the Icelandverse | Visit Iceland | Iceland



Helmet has always been a good idea | Danish Road Safety Council | Denmark

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, Tech Acceleration Showcase, Learning Labs, The Insider Programme, Onestowatch, Marketing Leaders Masterclass and Upping Your Elvis.



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.

Programme

A residential programme delivered in Surrey (UK) focusses on:

Future - Equipping participants with the ability to lead for a future.

The Power of values / Leading with purpose

Deliver-Developing critical skills and behaviours to deliver through others.

Delivering for customers, shareholders and business / Being at your best

Engage - Focussing on bringing others on the journey with you.

Building bigger relationships / Understanding impact / Engaging others

Level/Criteria

Applicants must have at least seven years' marketing experience, or can demonstrate leading change in a marketing role.

Price

£9,950 +VAT and includes 3 overnight stays and catering, 1 follow-up development day and full facilitation and group coaching.

Programme Dates

7 Days from March to September

Application Deadline

Applications are now open. The deadline is 31st December 2024.

Check out this [promotional video](#) featuring perspectives from our delegates, or delve into each delegate's [full video](#). For more information visit [our website](#).

TRAINING AND DEVELOPMENT PROGRAMMES



We match your brief to the latest technology, to deliver a showcase that helps drive education, stimulation, and accelerates practical innovation.

Level/Criteria: All levels

Price: Free (members and non-members)

For more information check out this [video](#) and visit [our website](#).



Our monthly Learning Labs are 90 minute online workshops designed exclusively for members to accelerate learning through knowledge and tools from industry experts.

Level/Criteria: All levels

Price: Included for Business team members

For more information about our upcoming Learning Lab workshops visit our [event page](#).



The Onestowatch programme is designed to nurture up and coming talent. The frameworks provided enable your marketing leaders of the future to become bolder and braver marketers.

Level/Criteria: Rising stars (up to Head of)

Price: Included for Business Team - Additional places £395

For more information visit [our website](#).



Bring the very best people from our network into the heart of your business to supercharge knowledge and productivity with power hours.

Level/Criteria: All levels

Price: £2750 +VAT

For more information visit [our website](#).



The exclusive 12-week program is designed to equip you with the skills and knowledge you need to become the influential marketer you've always aspired to be. Learn the art and science of marketing leadership. Lead upwards, sideways, teams, yourself.

Level/Criteria: All levels

Price: £1295 +VAT

For more information check out this [video](#) and visit [our website](#).



Leading for Creative Impact from Upping Your Elvis is a two-day residential retreat where you'll be coached to inject creative and conscious leadership into any business situation and beyond.

Level/Criteria: All levels

Price: £6,000 +VAT T&E not included

For more information check out this [video](#) and 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

10 July 2024

ABOUT

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

2024 WINNERS

CAMPAIGN OF THE YEAR 2023

From motors to meteors
Gate London and The AA

JUDGES GRAND PRIX

Just One Word
VCCP and Cadbury

BEST BRAND TEAM

Gate London and The AA

BEST AGENCY TEAM

Born Social

DIGITAL DAY ENGLAND



DATE

9 May 2024

ABOUT

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

Caspar Lee, Daniel Hulme from Satalia, Jen Meyer from Ford, Jeremy Connell-Waite from IBM, Michael Sani, from Play Verto Global, Sophie Neary from Google, David Norris from Snap, Alice Humphreys from Codec, Rupen Shah from Thinkbox

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

26 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
9,000

The Marketing Society
100,000



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.



[BLOGS](#) [PODCASTS](#) [VIDEOS](#) [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
- One Step Ahead, Peer to Peer & 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

- AEGON ASSET MANAGEMENT
- AG BARR
- ALWAYS BE CONTENT
- BARCLAYS SCOTLAND
- BAXTERS
- BRODIES
- BRUICHLADDICH
- C & C / TENNENT'S
- CALMAC FERRIES
- CVH SPIRITS
- DC THOMSON
- DENHOLM ASSOCIATES
- DENTSU CREATIVE
- 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
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- JOHN DOE GROUP
- LANE / LANE MEDIA
- LS PRODUCTIONS
- LUX EVENTS
- MADEBRAVE
- MATERIAL
- MUCKLE MEDIA
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS SCOTLAND
- PEOPLE'S POSTCODE LOTTERY
- RATIONALE
- 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
- SMARTS AGENCY
- SPEY
- SQA
- ST JAMES QUARTER
- STRIPE
- STUDIOLR
- STV
- SUNTORY GLOBAL SPIRITS
- TESCO BANK
- THE BIG PARTNERSHIP
- THE LEITH AGENCY
- THE MORTGAGE LENDER
- THE R&A
- THE ROYAL EDINBURGH MILITARY TATTOO
- THE ROYAL HIGHLAND & AGRICULTURAL SOCIETY
- THE SCOTCH MALT WHISKY SOCIETY
- 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 16 April - PSA student marketing societies
Thursday 18 April - Digital Day [F], Glasgow
Tuesday 23 April – First Role Fundamentals #2
Tuesday 23 April - Annual Lecture [F] with Matt Brittin, President of Google EMEA, London
Thursday 25 April – Future Leaders #2

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)
Thursday 6 June - Global AGM [V]
Thursday 6 June – Fellows Event with WACL, Edinburgh
Wednesday 19 June – Topical Virtual Event
Thursday 20 June – Star Awards [F], Edinburgh
Wednesday 26 June – Connection and Conversation Event, London

July

Tuesday 2 July - Accelerate Learning Lab
Wednesday 10 July – The 39th Marketing Society Awards [F], 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
Tuesday 26 November – Annual Dinner [F], London
Wednesday 27 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, Edinburgh

HIGHLIGHTS





THANK YOU

GET IN TOUCH:

GRAEME ATHA - DIRECTOR
graeme@marketingsociety.com

NEW MEMBERSHIP
ANNA BARBER, MEMBERSHIP MANAGER
annab@marketingsociety.com

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

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



| www.marketingsociety.com