



The Marketing Society Fellows Pledge

Fellowship is first and foremost an accolade. We want to recognise and celebrate those Members who have achieved success in their field, who have been changemakers and who have contributed significantly to the marketing community by supporting The Marketing Society and our Members.

But we also know that our Fellows want to continue to give back and add to the future of our industry, and help shape the success of the marketing community. They are those who we believe will continue to inspire and lead important conversations about marketing, and help raise marketing's positive impact in the world.

And so, becoming a Fellow also comes with an ask to agree and sign up to the Fellow's Pledge:

Society Ambassador:

The most important role of a Fellow is to act as a general ambassador for The Marketing Society and its work, particularly in areas like member recruitment and supporting events. There are no quotas or targets for this support (apart from mentoring, where we ask for a commitment to a minimum number of sessions) and we simply ask for Fellows to support The Society in the ways they feel best able to.

Mentoring:

One of the most important contributions you can make as a Fellow is participating in our mentoring programme, which is Fellows-led and growing in scope all the time. Mentors normally provide four sessions a year, virtually, or in person if mentees prefer. Once accepted as a Fellow you will be contacted to discuss how you can support the Programme.

Supporting Events:

Fellows can provide great support for our events programme, either by attending themselves and bringing colleagues and associates (potential members), by finding suitable speakers or venues for key events, or by taking part, as a speaker or contributor, such as a panel member.

Providing content:

The Society is noted for its high-quality content, and our Fellows are a great source of this, delivered through a range of channels. As a Fellow we would look to you to continue this tradition. On becoming a Fellow, you will be contacted to discuss the best ways in which you can provide content and insights to The Society.

Member Recruitment:

Introducing and supporting new members is a key role for Fellows and there is nothing better than a referral or recommendation from an existing member to provide validation for a new member or corporate application.

Being a Spokesperson:

From time to time, you might also be asked to speak on behalf of The Society about a particular issue or event. However this is entirely optional, and we do recognise that some Fellows may be bound by the media policies of their employing organisation.

And as a valued community, we promise the following:

- Provision of a Fellows identity for you to showcase the accolade
- A Quarterly Fellows Newsletter delivered straight to your inbox
- The opportunity to connect with other Fellows via a dedicated Directory
- Fellows-specific discounts for select events
- The opportunity to bring guests to select events
- A Fellows Community showcasing opportunities through content and events