



ABOUT US 2025

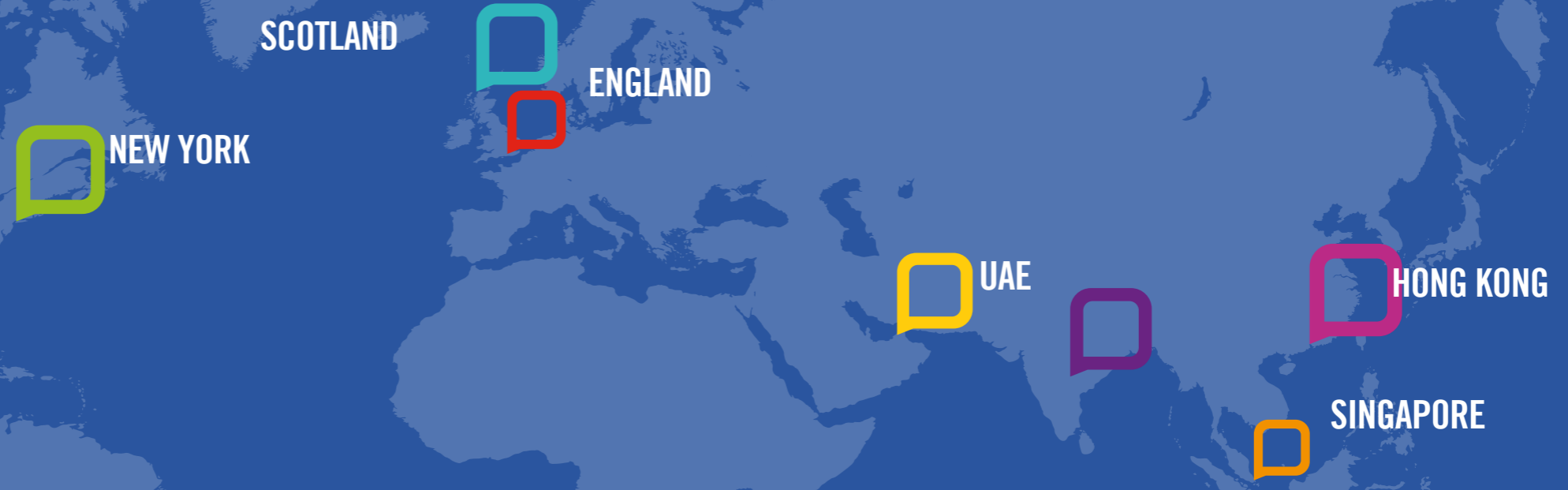
MEMBERSHIP AND PROGRAMME DETAILS

January 2025



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

2025 BOARD MEMBERS

Claire Prentice, The Scottish Government (Chair)

Pete Martin, Always Be Content (Vice-Chair)

Francesca Coia, Republic of Media (Future Leaders Advisory Group Chair)

Michael Goldberg, Carat (Future Leaders Advisory Group Vice-Chair)

Chris Batchelor, Muckle Media

Victoria Best, Skyscanner

Laura Brady, Worldwide Cancer Research

Maggie Croft, Stand

Ryan Dunlop, JACK RYAN

Craig Edwardson, BIG Partnership

Emma Falvey, Smarts

Mark Fowlestone, Multiply

Lynsey Fusco, The Royal Edinburgh Military Tattoo

Peter Griffiths, CalMac

David Haggerty, ALT

Lucy Henderson, AG Barr

Jeff Hodgson, Baxters

Emma Houston, MadeBrave

Lorna King, Hymans Robertson

Stuart Mackenzie, C&C Group

Amy MacWilliam, Edrington

Andy Sneddon, Barclays

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
- 40 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 24 April 2025, 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 12 June 2025, 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
- Almost 600 guests attended the Awards Dinner at the 02 Academy in Edinburgh last year!

[WATCH THE HIGHLIGHTS VIDEO](#)

STRATEGIC PARTNERS





AMPLIFY MARKETING FESTIVAL



DATE & LOCATION

ABOUT

SPONSORS



PARTNERS



Thursday 21 August 2025, Edinburgh

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

[WATCH THE HIGHLIGHTS VIDEO](#)

CHANGEMAKERS CONFERENCE



DATE

Tuesday 29 October 2025, 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.

Speakers include:
Fergus Mutch, True North
Zoisia North-Bond, CEO Octopus Energy
Kevin Lynch of The Wrong Agency
Michelle Lavipour, Deliveroo
David McQueen, Leadership Coach

SPONSORS



Rationale



ST ANDREW'S DAY DINNER



DATE & LOCATION

ABOUT

Thursday 27 November 2025, 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 THE HIGHLIGHTS VIDEO](#)

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



SPONSORS



OTHER EVENTS



EMPOWERING DEVELOPMENT EVENTS

FUTURE LEADERS

ABOUT

programme sponsor:



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 were 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** event series specifically for First Role members.

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.

We host 2 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, Newness v Nostalgia and The Power of Creative Collisions.

INSPIRING MINDS

ABOUT

Inspiring Minds is a half-day event series designed specifically for marketers seeking fresh ideas, practical insights, and actionable strategies to thrive in today's ever-changing landscape.

Through a diverse range of expert-led sessions, you'll explore key marketing topics, discover innovative approaches, and gain valuable skills to enhance your performance and creativity.

Whether you're looking to sharpen your technical expertise or find inspiration to tackle your next big challenge, Inspiring Minds is your opportunity to connect, learn, and grow.

Step away from the ordinary, reignite your passion for marketing, and return to your role equipped to make an even bigger impact.

Perfect for marketers of all levels who want to do their job smarter, better, and with renewed confidence.

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](#).

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

ALBION DINNERS



ABOUT

We are delighted to bring back the Albion Dinners as a much-loved event that was suspended when the pandemic hit.

Leader level members are invited to hear from inspiring speakers and engage in discussions on important industry matters.

Previous speakers include:

Sarah Warby, Nando's

Karen Blackett, WPP

Peter Duffy, moneysupermarket

Nina Bibby, Barclays

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

The application deadline has passed for the 2024 cohort (31 Dec 2024). The deadline for the 2026 programme will be 31 December 2025.

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 DIGITAL DAY ENGLAND



DATE

Wednesday 7 May 2025

ABOUT

A day of connections, thought-provoking conversations and insightful talks - designed to inform, inspire and to discover & to overcome challenges that we all face in the digital marketing world. 2024 speakers included:

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.

THE MARKETING SOCIETY AWARDS



DATE

Wednesday 9 July 2025

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

From motors to meteors
Gate London and The AA

JUDGES GRAND PRIX

Just One Word
VCCP and Cadbury

BEST BRAND TEAM

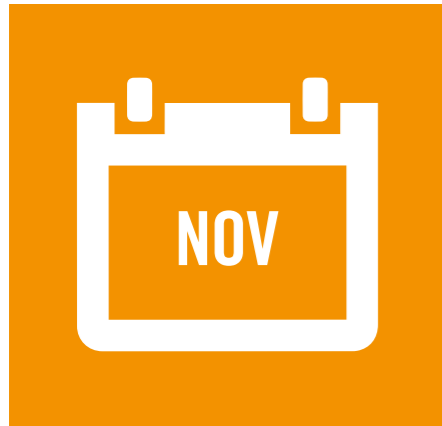
Gate London and The AA

BEST AGENCY TEAM

Born Social

LONDON FLAGSHIP EVENTS

ANNUAL CONFERENCE



DATE

Wednesday 12 November 2025

ABOUT

A powerful day of inspiration, ideas and energy from entrepreneurs, creatives, marketing leaders and pioneers. 2024 speakers included:

Dame Stephanie 'Steve' Shirley
Ije Nwokorie Chief Brand Officer Dr Martens
Roisin Currie CEO Greggs
Patrick Spence MD AC Chapter One and Natasha Bondy Executive Producer of Mr Bates V The Post Office

ANNUAL DINNER



DATE

Tuesday 25 November 2025

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



@marketingsocsco
6,000

@themarketingsoc
38,000



The Marketing Society Scotland
10,000

The Marketing Society
110,000



2,000

6,000

NEW MEMBERS-ONLY
GLOBAL LINKEDIN GROUP

[SIGN UP](#)

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.](#)



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
Creative 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

- AG BARR
- ALWAYS BE CONTENT
- BARCLAYS SCOTLAND
- BAXTERS
- BIG THINK AGENCY
- BRODIES LLP
- BRUICHLADDICH
- C & C / TENNENT'S
- CALMAC FERRIES
- CVH SPIRITS
- DENHOLM ASSOCIATES
- DENTSU CREATIVE
- DIAGEO
- DOUGLAS LAING
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EMPEROR
- ESSENCEDIACOM
- FIFE COLLEGE
- FIRST BUS
- FOOD STANDARDS SCOTLAND
- GUY & CO
- HAMPTON
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- HYDROGEN
- HYMANS ROBERTSON
- ICAS
- INTERNATIONAL BEVERAGE
- 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
- SCOTRAIL
- SCOTTISH ENTERPRISE
- SCOTTISH GOVERNMENT
- SCOTTISH POWER
- SCOTTISH WIDOWS
- SEAFISH
- SKILLS DEVELOPMENT SCOTLAND
- SMARTS AGENCY
- SQA
- ST JAMES QUARTER
- STRIPE
- STUDIOLR
- STV
- SUNTORY GLOBAL SPIRITS
- TESCO BANK
- THE BIG PARTNERSHIP
- THE LEITH AGENCY
- THE MORTGAGE LENDER
- 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

£479 + 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**

2025 EVENT CALENDAR

January

Tuesday 14 January – Accelerate Learning Lab (V)
Thursday 16 January – FLAG (Future Leaders Advisory Group) Meeting #1 (V)
Tuesday 28 January – Pioneering Spirit Awards Judging #1 (V)
Thursday 30 January – Future Leaders #1

February

Tuesday 4 February – Accelerate Learning Lab (V)
Tuesday 4 February – Advisory Board Meeting, Edinburgh
Thursday 6 February – First Role Fundamentals #1 (V)
Monday 17 February – Star Awards Entry Deadline #1
Monday 24 February – Star Awards Entry Deadline #2 (extension)
Wednesday 26 February – Pioneering Spirit Awards Judging, Aberdeen

March

Monday 3 March – Star Awards Entry Deadline #3 (extension)
Tuesday 4 March – Accelerate Learning Lab (V)
Wednesday 12 March – Annual Lecture, London
Thursday 13 March – Star Marketing Student Apprentice Day, Glasgow
Thursday 20 March – Albion Dinner #1, Edinburgh
Wednesday 26 March – Inspiring Minds, Edinburgh

April

Tuesday 1 April – Accelerate Learning Lab (V)
Wednesday 2 & Thursday 3 April – Star Awards 1st Stage Judging (V)
Tuesday 15 April – Pioneering Spirit Awards Student Marketing Societies (V)
Tuesday 22 April – First Role Fundamentals #2
Thursday 24 April – Digital Day, Glasgow

May

Tuesday 6 May – Accelerate Learning Lab (V)
Thursday 1 May – Future Leaders #2
Tuesday 6 May – FLAG Meeting #2 (V)
Wednesday 7 May – Digital Day, London
Tuesday 13 May – Advisory Board Meeting, Glasgow
Thursday 15 May – Star Awards 2nd Stage Judging (V)
Thursday 22 May – Trendspotting (Strategy), Edinburgh

June

Tuesday 3 June – Accelerate Learning Lab (V)
Tuesday 3 June – Pioneering Spirit Awards Judging (Global) #2 (V)
Thursday 5 June – Fellows Event
Thursday 12 June – Star Awards, Glasgow

July

Tuesday 1 July – Accelerate Learning Lab (V)
Wednesday 2 July – Summer Party, London
Wednesday 9 July – The 40th Marketing Society Awards, London
Thursday 24 July – Summer Social, Edinburgh

August

Tuesday 5 August – FLAG Meeting #3 (V)
Thursday 7 August – Future Leaders #3
Tuesday 12 August – Advisory Board Meeting, Edinburgh
Thursday 21 August – Amplify [F], Edinburgh

September

Tuesday 4 September – Accelerate Learning Lab (V)
Tuesday 16 September – Pioneering Spirit Awards Judging #3 (V)
Wednesday 17 September – Inspiring Minds #2, Glasgow
Tuesday 23 September – First Role Fundamentals #3
Thursday 25 September – Trendspotting (Creativity), Glasgow

October

Tuesday 7 October – Accelerate Learning Lab (V)
Thursday 9 October – Fellows Dinner
Thursday 23 October – Future Leaders #4
Wednesday 29 October – Changemakers Conference [F], Edinburgh
Thursday 30 October – FLAG Meeting #4

November

Tuesday 4 November – Accelerate Learning Lab (V)
Tuesday 4 November – Advisory Board Meeting, Glasgow
Thursday 6 November, Albion Dinner #2, Glasgow
Tuesday 11 November – Pioneering Spirit Awards Judging (Global) #4 (V)
Wednesday 12 November – Global Changemakers Conference, London
Tuesday 18 November – First Role Fundamentals #4
Tuesday 25 November – Annual Dinner, London
Thursday 27 November, St Andrew's Day Dinner [F], Edinburgh

December

Tuesday 2 December – Accelerate Learning Lab (V)
Tuesday 2 December – Star Awards Showcase Event (V)
Thursday 11 December – Festive Drinks, Glasgow

Please note -

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

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

PARTNERSHIPS
PIPPA BARKER - Community Growth Manager
pippa@luxevents.co.uk



| www.marketingsociety.com