

CHAIR'S REPORT 2024

Report of the Chair, Craig Inglis, for the Year 2024

2024 was another pivotal year for The Marketing Society. Our membership base continued to grow, while our events inspired and connected marketers across our global hubs. Our initiatives drove positive change across the industry and society.

As outlined in our Honorary Treasurer Jason Foo's report, our 2024 turnover reached £3.67M, reflecting an 11% year-on-year increase, resulting in a net surplus of £92K, 13.5% above our budgeted target despite economic uncertainties. Our gross margin improved to 72% (from 71% in 2023), exceeding the budgeted 68%. Overheads increased by 13.9% year-on-year but remained 7% below budget.

Key Highlights of the Year

The Marketing Society remains committed to building a strong community of senior marketing leaders. In 2024, total membership grew by 10% to 3,142 members. Membership revenue increased by 9.1% to £1.2M. While we aimed even higher, Singapore significantly outperformed expectations, contributing an additional £30K in revenue. Business team membership now comprises 70% of total membership and continues to be a key driver of growth. Our partnership programme played a significant role in adding value by inspiring, accelerating, and uniting members globally.

Our commitment to becoming 'intentionally international' resulted in continued success across our six hubs outside the UK (London and Scotland).

- UAE: As Jason mentioned, an important milestone for this highly engaged community as Membership reached over 500, The UAE also hosted its largest conference yet, with over 270 attendees. To support regional expansion, we have built a team of four on the ground.
- Hong Kong: Celebrated its 10-year anniversary, with a 122% increase in Business Team uptake, supported by a strong partner programme including Crimtan, Ekimetrics, Infuse, and Insider.
- Singapore: Saw exceptional growth, with membership increasing by 49%.
- Scotland: Hosted its first Changemakers Conference, with all flagship events selling out and strong member engagement. Membership increased by 18%. Graeme and the team also expanded the Pioneering Spirit Awards into APAC and the UAE, further broadening our global footprint.
- In addition our presence at Cannes was our biggest to date, significantly increasing community awareness and partnerships.

The team continued delivering exceptional event experiences, showcasing world-class speakers and industry leaders. Our Global Changemakers: Impact Annual Conference series featured a diverse mix of CMOs, AI pioneers, and thought leaders tackling industry challenges with integrity and ingenuity. This took place across six countries in just over six weeks. The AI Primer Roadshow launched in APAC, the UAE, and New York. Digital Day expanded to five hubs, including Singapore for the first time, with London hosting its largest audience yet. A full house of over 300 attended the Annual Lecture, delivered by Matt Brittin, former President of Google EMEA, on the theme For Everyone: Putting AI to Work for Good. In total, the Society delivered 138 events (112 in-person and 26 virtual).

Our Accelerate leadership and mentoring programmes continued to thrive in 2024, engaging 555 marketers. The Marketing Leaders Programme, our flagship accelerator programme, celebrated its 20th anniversary in partnership with Accenture Song. It received a 4.8 satisfaction score and a 100% recommendation rate from participants. The Insiders Programme evolved with a new 2024 offering, featuring 10 speakers and securing 10 speaker engagements, bringing the very best of the Society into our members' team meetings. Our OnesToWatch programme continued to nurture and develop rising talent

within Business Teams, with strong success in the UAE and England—150 members experienced the programme. The Global Leadership Mentoring Programme successfully completed its pilot, engaging 60 mentees, with an annual rollout now underway.

Community engagement and social presence saw remarkable growth in 2024. Within weeks of launching our member only LinkedIn Group, we welcomed over 500 members, fostering meaningful industry discussions. Instagram, reached our growth target early, reaching 7,000 followers (up by 1,000 from 2023) and LinkedIn grew to 111,000 followers, an increase of 11,000 over the year. This strong digital presence underscores our commitment to connecting and empowering marketers globally.

The success of The Marketing Society is not achieved alone, it is built on the collective strength, and expertise of our valued partners. We extend our thanks to each of our partners for their commitment, insight, and collaboration. Together, we are elevating marketing's role in business, fostering innovation, and ensuring that our members thrive, not just as marketers, but as future business leaders. As we look ahead, we are excited to continue working alongside our partners to build an even stronger, more influential marketing community, united in our mission to drive business success and positive impact worldwide.

2024 was a year of notable recognition and achievements, as we celebrated outstanding individuals and organisations making a significant impact on the marketing industry.

- London Grand Prix: Cadbury and VCCP, showcasing excellence in brand marketing.
- Inspirational Marketing Leader: Sharry Cramond, Marketing Director at M&S.
- Future Leader Award: Lauren Groves, Senior Conversion Marketing Manager at ITV.
- Brand of the Year: Monzo, highlighting the impact of exceptional brand-building strategies.

Looking Ahead to 2025

Across 2024, the team collaborated with our Members and industry experts to commence work to develop a strategic framework that enhances both our brand and digital presence. This work included the development of a Brand Blueprint, a refined visual identity, and a website refresh to launch in Spring/Summer 2025.

What remains unchanged is our core belief that marketing matters and that individual leadership drives success. For 65 years, we have championed marketing as a powerful force for business growth, recognising that it's the people behind the work who truly make a difference. This refresh is not about creating something 'new' but about refining and amplifying the truths of our community, ensuring our communications consistently reflect who we are and what our Members value most.

To reflect our current business and strategic direction, we have undertaken a redrafting of our Articles of Association, last revised in November 2017.

In 2025, we will accelerate our B.I.G. plan:

- **B**uilding our Brand – creating awareness and affiliation for The Society.
- **B**eing Intentionally **I**nternational – greater focus on global connections and impact
- Maintaining a **G**rowth Mindset – driving successful growth for our Membership, as well as helping the individuals in our team learn and grow.

I am proud of The Marketing Society and our continued growth, resilience, and financial stability, as well as the impact we have together. Thank you to our members, partners, Fiduciary and Advisory Boards, and our outstanding team, led by CEO Sophie Devonshire, CFO Penny Hilton-McNerney, CCO Sarah Woodley, and Global Director Alasdair Hall-Jones.

Together, we will continue to unite and uplift marketers, inspiring positive change in our industry and beyond.

Craig Inglis
Chair, The Marketing Society