

Chair's Report – 2025

I am delighted to report that 2025 was an exceptional year for The Marketing Society, not simply in terms of growth, but in the strength of engagement, ambition and momentum across our global community.

At a time when marketing continues to evolve rapidly, the Society has become an even more important place for marketers to connect, learn and lead. Across our Membership, events, programmes and partnerships, we continue to see the value of bringing together marketers who want to make a meaningful impact within their businesses and the wider industry.

Financial strength and sustainability

That momentum is reflected not only in the continued growth of the Society, but also in the strength of our financial performance.

I am pleased to report that the Society delivered a cumulative profit of £236k for the year, an increase of £144k (+157%) compared with the £92k achieved in the previous year. As our Treasurer, Jason Foo, has outlined in more detail in his report, this reflects both disciplined financial management and the growing strength of our membership, partnerships, events and professional development programmes.

Strong financial foundations matter because they allow us to continue investing in our members, our people, our international growth, and the future capabilities of the Society, while ensuring we remain resilient, sustainable and ambitious for the years ahead.

Membership and impact

We closed the year with 3,252 members globally, representing growth of 4% and an increase of 110 members year on year, a positive reflection of the continued relevance and strength of our community.

While retention proved more challenging in a tougher market, overall engagement and value per member remained strong, with membership revenue increasing by 15% (+£179k) as more members invested in the Society's programmes, networks and professional development opportunities.

What matters most, however, is the impact the Society is having on its members. Our latest data shows:

- 75% have made valuable professional connections
- 57% are already seeing tangible career impact
- 88% report a positive learning impact

That combination of community, learning and professional momentum is what makes The Marketing Society distinctive. Increasingly, members see the Society not simply as a network, but as a platform for growth, leadership and career progression.

International Hubs

Our international hubs continued to show strong growth in 2025, with membership increasing by 9%. The UAE continues to go from strength to strength, growing by 50 members to surpass the 600-member mark, a testament to the hard work and commitment of both the local team and the advisory board in the region.

Growth across APAC also remained strong, with our Hong Kong and Singapore hubs achieving combined growth of 8%, bringing total membership across the region to 360 members. We also continued to build momentum in New York, strengthening our advisory board during the year as we further develop the hub and its presence in the market.

The Society expanded its global reach through an ambitious international events programme, delivering six conferences across six cities and four continents. These events attracted a total of 1,542 attendees, an increase of 313 delegates (+25%) compared with the previous year.

I would like to thank our international members, international team, and advisory boards across all regions for their continued hard work, commitment, and support throughout the year.

For Marketers Who Mean Business

This year we also sharpened how we describe what The Marketing Society stands for: *For Marketers Who Mean Business*.

It reflects our belief that marketing is central to business growth and leadership and that the Society exists for marketers who want to create real impact within their organisations, their brands and the wider industry.

At its best, the Society helps members build powerful connections, gain fresh perspective and accelerate both their careers and their businesses. Through community, inspiration and shared learning, we continue to create a Society that moves marketers forward.

Learning and events

Learning and engagement remain at the heart of the Society, and we saw strong growth across our programmes during the year.

Accelerate reached 606 marketers, up from 555 last year, while a further 350 members participated in the Insiders Programme, bringing total reach across both programmes to 956 marketers. We also saw renewed interest in Innovation Spotlight, supporting members in navigating complexity and making smarter decisions about the technologies and tools shaping the future of marketing.

Across the UK, Middle East, North America and Asia-Pacific, the Society delivered another strong year of events, with high attendance, sold-out programmes and growing international participation. Global series such as *Digital Day: Now & Next* and the *Changemakers* programme brought senior marketers together to share perspectives, challenge thinking and learn from one another.

Our Awards programmes also continued to grow in both scale and significance, with strong entry growth in the UK and internationally. The 40th Annual Global Awards was a particular highlight and an important moment to celebrate the creativity, effectiveness and leadership within our profession.

We also continued to strengthen the Society's profile externally through our presence at major industry moments including Cannes Lions, London Tech Week and SXSW London, ensuring The Marketing Society remains a confident, contemporary and influential voice within the wider business and marketing community.

Alongside this, moments such as our largest Annual Dinner in London for over a decade, and initiatives including Sprintathon, demonstrated the generosity, energy and sense of purpose that continue to define the Society and its members.

Partnerships, governance and the team

Partnerships continue to play a vital role in the Society's growth and success. This year we strengthened a number of existing relationships and welcomed new partners whose support enhances not only our commercial strength, but also the quality and reach of the experiences we deliver for members.

I would also like to thank the members of our global Board and the advisory Boards in our international hubs for the commitment, insight and support they have brought throughout the year. Their engagement continues to help shape the Society's strategic direction while ensuring we grow with ambition, discipline and purpose.

Finally, I want to recognise our CEO, Sophie Devonshire, and our exceptional team. Under her ambitious leadership, they continue to bring enormous energy, creativity and care to everything the Society delivers, and they are central to the culture and experience our members value so highly.

Looking ahead

As we look ahead, I believe there is a clear opportunity for The Marketing Society to play an even more influential role for marketers who mean business, helping our members grow their careers, expand their influence and lead with confidence in an increasingly complex world.

The Marketing Society has always been at its best when it brings together ambitious marketers who want to learn, contribute and make a difference.

As the industry continues to evolve, I believe the role of the Society and the value of strong marketing leadership has never been more important.

Thank you to our members, partners, Board and team for your continued trust, energy and belief in The Marketing Society.

Craig Inglis
Chair, The Marketing Society