



@marketingsocscsco

#braveleaders



# ABOUT US

PROGRAMME AND MEMBERSHIP DETAILS



[www.marketingsociety.com](http://www.marketingsociety.com)

**SCOTLAND**

## OUR GLOBAL HUBS

NEW YORK  
2017

SCOTLAND  
1965

LONDON  
1959

DUBAI  
2016

INDIA  
2017

HONG-KONG  
2014

SINGAPORE  
2015

## OUR MISSION

### Empower Brave Leaders



#### GLOBAL VISION

to become the most influential global network of leading marketers



#### LOCAL VISION

to build a vibrant marketing community renowned for enlightened thinking, innovation and creativity

## MSS OBJECTIVES

1. INCREASE, ENGAGE AND INSPIRE OUR MEMBERS
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

## MEMBERSHIP & DATABASE

Graeme Atha, The Marketing Society (Director)  
Derek Hemphill, Royal Bank of Scotland  
Natalie Burns, Barclays  
Marina Maciver, Scottish Enterprise  
Leigh Dobson, Signal  
Louise Killough, The Union  
Amanda Hamilton, Edrington-Beam Suntory UK  
Pam Scobbie, WIRE

## PROMOTION & PARTNERSHIPS

Fiona Burton, Leith (Chair)  
Jane Strachan, PUNK  
Cat Leaver, Brand Scotland  
Emma Pollock, Diageo  
Lisl Macdonald, Spring  
Ian Greenhill, Studio Something  
Aileen Rushton, STV Creative  
Colin Banks, SSE

## EDUCATION & EMPOWERMENT

Rod Gillies, The Borders Distillery (Vice Chair)  
Vicki Miller, VisitScotland  
Cate Nelson-Shaw, Remarkable  
Chris Marsh, Carat  
Nicola Thomson, Edrington  
Gregor Urquhart, Scottish Government  
Joanne Lynn, Lux Events (Event Partner)

## STUDENT MARKETING SOCIETIES

Caroline Hill, Marketing Society Scotland (Marketing Manager)  
Duncan Frew, Tennent's  
Gareth Edwards, Deloitte Digital  
Peter Sanchez, Heriot-Watt University  
Nathalie Tjandra, Edinburgh Napier  
Carol Prest, DC Thomson Media  
Anna Quinn, Frame  
Ailsa Graham, Tesco Bank



# MEMBERSHIP



# MEMBERSHIP

## THE BENEFITS



### PEOPLE

Build your business and personal network



### THINKING

Access latest thinking and leading-edge content



### SKILLS

Grow your skills and share best practice

## CORPORATE MEMBERS

Available to organisations with 5 + members looking to recognise, reward and develop marketing talent

## MEMBERSHIP LEVELS

We offer membership at 2 levels

### EXECUTIVE MEMBER

Executive Member - Manager level

Business Leader - Director level, invited to join judging panels and exclusive events

### BUSINESS LEADER

We also offer membership concessions at 2 levels

### FIRST ROLE

First Role - in first marketing position

### FUTURE LEADER

Future Leader - ready for first management role

## KEY PERFORMANCE INDICATORS

From Annual Membership Survey

**76%**

inspired by our vision

**70%**

regularly read our comms

**71%**

highly rate our events

**77%**

rate membership as good value

**94%**

would recommend membership

# FLAGSHIP EVENTS







# DIGITAL DAY



LOCATION

ABOUT

## SPONSORS

ReachScotland

REPUBLIC  
OF MEDIA



**DIGITAL DAY**  
Making Connections

## EDINBURGH/GLASGOW

- A day dedicated to all things digital
- What's new? Who's doing what & why?
- Inspiring speakers and stimulating breakout sessions



# STAR AWARDS



LOCATION
ABOUT

## STRATEGIC PARTNERS



### EDINBURGH/GLASGOW

- Development
- Strategic
- Communications
- Sector
- Chairman & Champions
- Over 100 judges sitting on 20 different panels
- 500 guests







# AMPLIFY MARKETING FESTIVAL



LOCATION

ABOUT

## SPONSORS

**CARAT**  
**Ogilvy**



## EDINBURGH

- The Ogilvy Lecture
- The Badger Debate
- Creative Challenge: Clients v Agencies
- The After Party @ Assembly Club Bar



# ST ANDREW'S DAY DINNER



- LOCATION
- ABOUT

## SPONSORS



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

## EDINBURGH

- End of year celebration
- Keynote speaker
- Entertainment
- Fellows & Honorary Fellows presentation
- Employer Brand of the Year Awards





# EMPOWERING DEVELOPMENT EVENTS





# EMPOWERING DEVELOPMENT EVENTS

DEVELOPMENT EVENTS ARE FREE OR  
DISCOUNTED FOR MEMBERS WHO  
ALSO GET PRIORITY BOOKING

## FUTURE LEADERS



LOCATION

Edinburgh/Glasgow

ABOUT

A free programme of events hosted by business leaders with personal insights to their careers and what makes great leaders.

PREVIOUS SPEAKERS



**STEVEN PEARSON**  
Whyte & Mackay



**IAIN VALENTINE**  
Whitespace



**PAULINE AYLESBURY**  
Scottish  
Government



**PETRA CAMERON**  
Royal Bank  
of Scotland



## FUTURE LEADERS

## INSPIRING MINDS



LOCATION

Edinburgh/Glasgow

ABOUT

In 2019 we are developing a new programme of events which will feature leading speakers on key industry subjects.

PREVIOUS SPEAKERS



**CONTENT**  
**MARK JOHNSTONE**



**LEADERSHIP**  
**THOMAS BARTA**



**CREATIVITY**  
**DAVE KING**



## INSPIRING MINDS

SPONSORED BY  
  
EDRINGTON

SPONSORED BY

  
EDRINGTON

# EMPOWERING DEVELOPMENT EVENTS

DEVELOPMENT EVENTS ARE FREE OR  
DISCOUNTED FOR MEMBERS WHO  
ALSO GET PRIORITY BOOKING

## TRENDSPOTTING



LOCATION

ABOUT

PREVIOUS HOSTS



Edinburgh/Glasgow

These events are hosted by leading agencies and have been developed to explore and discuss new trends, tools and techniques.



## INDUSTRY INSIGHTS



LOCATION

ABOUT

PREVIOUS HOSTS

SPONSORED BY



Edinburgh/Glasgow

These events are hosted by leading companies and have been developed to provide members and guests with insights into different industry sectors, organisations and specific projects.



# EXCLUSIVE EVENTS



# EXCLUSIVE EVENTS

## UNDER THE SPOTLIGHT



LOCATION

ABOUT



Edinburgh/Glasgow

This is an exciting new programme of events for business leader members where we will put the spotlight on leading marketers and key industry issues.

PREVIOUS SPEAKERS



PETE MARKEY  
TSB



ANNABEL VENNER  
Hiscox



MITCH OLIVER  
Mars

## PIONEERING SPIRIT AWARDS



LOCATION

ABOUT



Edinburgh/Glasgow

Throughout the year we invite senior members to judge some of the most inspiring award winning campaigns from across the world. We announce the top 3 PSA campaigns at the Star Awards.

SPONSORED BY



# LONDON FLAGSHIP EVENTS

## BRAVEST CONFERENCE



### LOCATION

London

### ABOUT

In 2017 we were brave, then we went braver and now we'll be at our bravest. We promise an extraordinary day of life-changing talks which will inspire and empower both you and your teams, all in the company of the best gathering of global marketers.

### PREVIOUS SPEAKERS



**VICKY GOSLING OBE**  
British Ski & Snowboard



**FRANKIE WEST**  
Protect



**DREW POVEY**  
Former Head Teacher



**DAN CABLE PHD**  
London Business School



**SIR DAVID NOTT**  
War surgeon

## ANNUAL DINNER



### LOCATION

London

### ABOUT

It's a night you don't want to miss. Last year we were hosted by comedienne Rachel Parris and entertained by musical comedy group Abandonman. Tickets include drinks reception, three course dinner, unlimited drinks and the chance to rub elbows with the creme de la creme.



# LONDON AWARDS / GLOBAL PROGRAMME

## BRAVE AWARDS



LOCATION

London

ABOUT

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

## 2019 WINNERS

**GRAND PRIX**  
Nationwide

**ONE TO WATCH**  
Katie Laviolette, AkzoNobel

**MOST INSPIRATIONAL STORY**  
Tesco

**BRAVEST MARKETING LEADER**  
Mitch Oliver, Mars

**BRAVEST TEAM**  
Absolut

## INTERNATIONAL MARKETING LEADERS PROGRAMME



LOCATION

Singapore, London and New York

ABOUT

This programme provides high level development for marketing leadership roles, delivered by Brand Learning. With an impressive range of leading marketer speakers.

## SPONSORED BY



## PARTNER



# OTHER BENEFITS



# INSPIRATION

Exclusive to members

Over 500 videos to inspire and educate

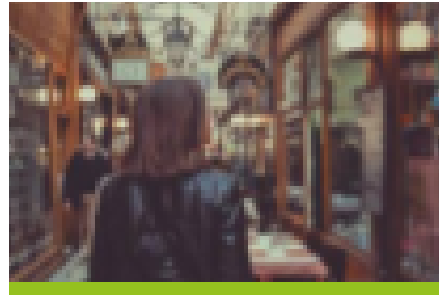
40 regular bloggers that provoke, question and outline trends

Podcast channel hosting lively interviews on hot topics

Opportunities for members to become thought leaders and raise their profile

## ONLINE CLUBHOUSE

### BLOGS



#### THE HIGH STREET: OUR PLACE TO BE HUMAN

Pundits claim the great British High Street is 'shutting down'

### COMMS



#### THE EDIT

Highlights from our events, members and activities from across our global hubs.



#### WHAT'S GOING ON

A weekly update on the events and activities of the Marketing Society in Scotland.

### VIDEOS



#### FEARLESS GIRL

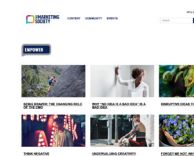
### PUBLICATIONS



CAMPAIGN



MARKETING  
WEEK



EMPOWER

### ON SOCIAL MEDIA



5000 FOLLOWERS



2300 FOLLOWERS



2609 FOLLOWERS



1115 FOLLOWERS



# MENTORING PROGRAMME

- Open and FREE to all members both as mentor & mentee
- Minimum commitment of 2 meetings per year

- Independent advice and guidance
- Young Mentor Programme for First Role/Future Leader Members



**IAN MCATEER**  
Chair  
The Union



**ANNA VAUGHAN**  
Marketing Lead  
Royal Bank of Scotland



**CARA CHAMBERS**  
Marketing Director  
International Beverage  
Holdings



**ROD GILLIES**  
Marketing Director  
The Borders Distillery

# STUDENT MARKETING SOCIETIES

## PROMOTING MARKETING AS A PROFESSION AT UNIVERSITIES

**STUDENT MARKETING  
SOCIETIES BEING  
PLANNED AT 10  
UNIVERSITIES  
ACROSS SCOTLAND**

**STUDENT  
MARKETING  
SOCIETY**

SUPPORTED BY:



**MEMBERS ARE ASKED  
TO SIGN UP TO OUR SMS  
SPEAKER REGISTER  
ACROSS SCOTLAND**

**JOIN UP. JOIN IN.**



# CORPORATE MEMBERS

## GLOBAL

- AMV BBDO
- ASOS
- BBC
- BT
- COCA-COLA
- DIAGEO
- DISNEY
- EUROSTAR
- EXPEDIA
- GOOGLE
- HSBC
- IBM
- ITV
- JOHN LEWIS & PARTNERS
- LINKEDIN
- M&S
- MACDONALDS
- MARS
- O2
- PEPSICO
- SAMSUNG
- SHELL
- TESCO
- UNILEVER

## SCOTLAND

- 3X1
- ACCENTURE
- ADSMART FROM SKY
- ALWAYS BE CONTENT
- BARCLAYS
- BIG PARTNERSHIP
- CALMAC FERRIES
- CARAT
- DC THOMSON MEDIA
- DELOITTE DIGITAL
- DENHOLM ASSOCIATES
- DENTSU AEGIS EDINBURGH
- DIAGEO
- DIGITAS
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON-BEAM SUNTORY UK
- ENTREPRENEURIAL SCOTLAND
- FOOD STANDARDS SCOTLAND
- FRAME
- FRONT PAGE
- GLASGOW CALEDONIAN UNIVERSITY
- GLENMORANGIE
- GUY & CO
- HEALTHCARE IMPROVEMENT SCOTLAND
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- I-PROSPECT
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- KAMES CAPITAL
- LUX EVENTS
- MACDONALD HOTELS
- MADEBRAVE
- MEDIACOM
- MUCKLE MEDIA
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS INTERNATIONAL SCOTLAND
- PEOPLE'S POSTCODE LOTTERY
- REACH (SCOTLAND)
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND
- SAINSBURY'S BANK
- SCOTTISH ENTERPRISE
- SCOTTISH GOVERNMENT
- SCOTTISH SEAFISH
- SCOTTISH WATER
- SIGNAL
- SQA
- SSE
- STRIPE
- STUDIO SOMETHING
- STV
- TENNENT'S
- TESCO BANK
- THE GATE
- THE LANE AGENCY
- THE LEITH AGENCY
- THE R&A
- THE ROYAL EDINBURGH TATTOO
- THE UNION
- UNION DIRECT
- UNIVERSITY OF EDINBURGH
- UNIVERSITY OF GLASGOW
- UNIVERSITY OF STIRLING
- VELUX
- VISITSCOTLAND
- WEBER SHANDWICK
- WHITESPACE
- WHYTE & MACKAY
- WIRE

# MEMBERSHIP COSTS



## FIRST ROLE CONCESSION

Under 3 years  
experience

**£180 + VAT**

No enrolment fee



## FUTURE LEADER CONCESSION

At least 3 years  
experience

**£245**

£87.50 enrolment fee + VAT



## EXECUTIVE MEMBER

At least five years experience at  
Managerial level

**£315**

£175 enrolment fee + VAT



## BUSINESS LEADERS

At least 7 years  
experience

**£365**

£175 enrolment + VAT



## CORPORATE MEMBERSHIP

Bespoke packages available to  
connect your team

**£POA**

## MEMBER GET MEMBER

Members who nominate potential  
new members will receive the  
following John Lewis & Partners  
gift vouchers as an incentive

**FIRST ROLE OR FUTURE LEADER - £25**  
**EXECUTIVE OR BUSINESS LEADER - £50**  
**CORPORATE MEMBER - £100**



## 12 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. JOIN UP AND JOIN IN.

2. ATTEND EVENTS

3. SPEAKER RECOMMENDATIONS

4. BOOK AND EVENT REVIEWS

5. USE ONLINE RESOURCES

6. MENTORING PROGRAMME

7. BE A JUDGE

8. ENTER THE STAR AWARDS

9. SOCIAL MEDIA ENGAGEMENT

10. BUILD OUR DATABASE

11. SUPPORT STUDENT  
MARKETING SOCIETIES

12. SPONSOR ONE OF OUR  
PROGRAMMES

# EVENT CALENDAR 2020



## JANUARY

Wednesday 15 January - [Future Leaders](#), Glasgow  
Thursday 23 January - Star Awards Showcase, Edinburgh

## FEBRUARY

Monday 17 February - Star Awards Entry Deadline

## MARCH

Monday 2 March - [Under the Spotlight](#), Edinburgh  
Tuesday 10 March - [Trendspotting](#), Glasgow  
Thursday 12 March - Star Marketing Student Apprentice Day, Glasgow  
Tuesday 17 March - [Inspiring Minds](#), Edinburgh  
Thurs 26 & Fri 27 March - Star Awards Judging [1<sup>st</sup> stage]  
Tuesday 31 March - [Fellows Event](#)

## APRIL

Tuesday 7 April - [PSA Judging](#), Edinburgh  
Wednesday 22 April - Digital Day [F], Edinburgh  
Thursday 30 April - [Industry Insights](#), Dundee  
Easter weekend 10 - 13 April

## MAY

Tuesday 5 May - [Future Leaders](#), Edinburgh  
Thursday 7 May - Star Awards Judging [2<sup>nd</sup> stage]  
Thursday 21 May - [Inspiring Minds](#), Glasgow  
Wednesday 27 May - [Trendspotting](#), Edinburgh  
Friday 29 May - Clients v Agencies Golf Challenge

## JUNE

Tuesday 2 June - [Industry Insights](#), Glasgow  
Thursday 4 June - [Under the Spotlight](#), Glasgow  
Wednesday 10 June - Brave Awards London  
Thursday 18 June - Star Awards [F], Edinburgh  
Tuesday 23 June - [PSA Judging](#), Glasgow

## AUGUST

Tuesday 4 August - [Future Leaders](#), Glasgow  
Wednesday 19 August - [Trendspotting](#)  
Friday 28 August - Amplify [F] Edinburgh

## SEPTEMBER

Friday 4 September - Kyle Hardie Open  
Thursday 10 September - [Fellows Dinner](#)  
Thursday 17 September - [Under the Spotlight](#), Edinburgh  
Thursday 24 September - [Inspiring Minds](#), Edinburgh

## OCTOBER

Tuesday 6 October - [PSA Judging: Diversity](#), Edinburgh  
Tuesday 13 October - [Future Leaders](#), Edinburgh  
Wednesday 21 October - [Industry Insights](#)  
Wednesday 28 October - [Trendspotting](#)

## NOVEMBER

Thursday 5 November, Annual Conference, London  
Thursday 5 November - [Inspiring Minds](#), Glasgow  
Tuesday 10 November - [PSA Judging](#), Glasgow  
Thursday 19 November - [Under the Spotlight](#), Glasgow  
Thursday 26 November - St Andrew's Day Dinner [F], Edinburgh  
Annual Dinner, London

## DECEMBER

Thursday 3 December - [Industry Insights](#)  
Thursday 10 December - Christmas Drinks

### EVENT KEY

[Inspiring Minds](#) - ALL

[Trendspotting](#) - ALL

[Industry Insights](#) - ALL

[Future Leaders](#) - ALL

[Under the Spotlight](#) - Business Leader Members / Fellows

[Fellow Events](#) - Fellows

Flagships [F]: open to ALL

Dates subject to change

# 2019 ROUND UP



0:07 / 2:42







**THANK YOU**

**GET IN TOUCH:**

**GRAEME ATHA - DIRECTOR**

**[graeme@marketingsociety.com](mailto:graeme@marketingsociety.com)**

**CAROLINE HILL - MARKETING MANAGER**

**[caroline@marketingsociety.com](mailto:caroline@marketingsociety.com)**



**[www.marketingsociety.com](http://www.marketingsociety.com)**