



@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  
Gareth Edwards, Deloitte Digital

## 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  
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



### CONNECTIONS

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 two 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 two levels

### FIRST ROLE

First Role - in first marketing position

Future Leader - ready for first management role

### FUTURE LEADER

## KEY PERFORMANCE INDICATORS

From our Annual Membership Survey

**80%**

inspired by our vision

**84%**

regularly read our comms

**94%**

would recommend membership

## SUPPORTING OUR SOCIETY

The Marketing Society Scotland is providing the following support to our industry during the COVID-19 crisis.

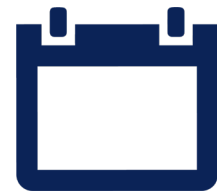
We will use a weekly email titled 'Supporting Our Society' (SOS) to provide additional support to our members and the wider marketing community during these challenging times.



Signposting to support services recommended by our members.



Peer to Peer mentoring programme.



Access to national and global virtual events, webinars and podcasts. Keep an eye on our emails WGO (Mon) and SOS IWed) for confirmed dates.



1 month free trial to Welbot - a mental health and wellness digital programme that can be used whilst working at home.



Resource reviews e.g. book/video recommendations, think pieces and articles.

# FLAGSHIP EVENTS







# DIGITAL DAY



LOCATION

ABOUT

## JOINT HEADLINE SPONSORS

Reach  
Solutions

REPUBLIC OF MEDIA

## ONLINE LEARNING PARTNER



## EDINBURGH

- A day dedicated to all things digital
- What's new? Who's doing what & why?
- Inspiring speakers and stimulating breakout sessions
- Alternates between Edinburgh/Glasgow each year

Due to COVID-19, this event has been rescheduled from April



# STAR AWARDS



LOCATION

ABOUT

## STRATEGIC PARTNERS



## EDINBURGH

### ● Development

### Strategic

### Communication

### Sector

### Chairman & Champions

- Over 100 judges sitting on 20 different panels, this year took place as virtual sessions.

- 500 guests

- Alternates between Edinburgh/Glasgow each year



Due to COVID-19, this event has been rescheduled from June





# AMPLIFY MARKETING FESTIVAL



LOCATION

ABOUT

## SPONSORS

CARAT  
Ogilvy



## EDINBURGH

- The Ogilvy Lecture
- The Badger Debate
- Creative Challenge: Clients v Agencies
- The After Party



# 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 TO MEMBERS WHO ALSO  
GET PRIORITY BOOKING

## FUTURE LEADERS



### FUTURE LEADERS

#### LOCATION

Edinburgh/Glasgow (virtually during COVID-19)

#### 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

## INSPIRING MINDS



### INSPIRING MINDS



#### LOCATION

Edinburgh/Glasgow (virtually during COVID-19)

#### ABOUT

A programme of events which will feature leading speakers on key industry subjects.

#### PREVIOUS SPEAKERS



**CONTENT**  
**MARK JOHNSTONE**



**LEADERSHIP**  
**THOMAS BARTA**



**CREATIVITY**  
**DAVE KING**

#### SPONSORED BY



# EMPOWERING DEVELOPMENT EVENTS

DEVELOPMENT EVENTS ARE  
FREE TO MEMBERS WHO ALSO  
GET PRIORITY BOOKING

## TRENDSPOTTING



LOCATION

Edinburgh/Glasgow (postponed until later in year)

ABOUT

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

PREVIOUS HOSTS



## INDUSTRY INSIGHTS



LOCATION

Edinburgh/Glasgow (postponed until later in year)

ABOUT

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.

PREVIOUS HOSTS



SPONSORED BY



# EXCLUSIVE EVENTS





# EXCLUSIVE EVENTS

## UNDER THE SPOTLIGHT



LOCATION

ABOUT



Edinburgh/Glasgow (virtually during COVID-19)

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 (virtually during COVID-19)

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



## ACCESS TO GLOBAL EVENTS

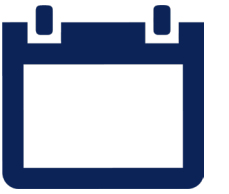
As part of a global network we are able to offer our members more access to online events from our hubs in London, New York, Hong Kong, India, Dubai and Singapore.

Members can join in to be inspired by our world-class speakers and pose questions to join the conversation.

Check the website for more confirmed dates:

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

## UPCOMING WEBINARS



### 'KEEP CALM AND...' [LIVE FROM LONDON]

Every Wednesday throughout April/May this new webinar series will reveal how to approach and embrace our new normal with an industry expert.

### BRAVE CONVERSATION - MAY 6 [LIVE FROM LONDON]

An intimate webinar where we will hear from Sara Bennison, Nationwide's first ever CMO, on what bravery means to her and to the world's largest building society, Nationwide.

### UNDER THE SPOTLIGHT - APRIL 21 [LIVE FROM DUBAI]

Join us to hear the unique perspectives of two leading marketers – Sue Hubner, Regional Category Director MYPC & BSM, Arla Foods and Peter DeBenedictis, CMO, Microsoft.

### UNDER THE SPOTLIGHT - MAY 21 [LIVE FROM LONDON]

Continuing our Under the Spotlight series, we are delighted to welcome the winner of our Bravest Marketing Leader of 2019, Mars' Mitch Oliver and winner of our One to Watch award, Akzonobel's Canadian born Katie Laviolette.

# 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

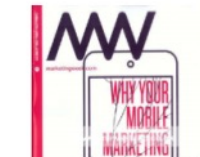


#### FEARLESS GIRL

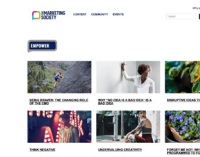
### PUBLICATIONS



CAMPAIGN



MARKETING  
WEEK



EMPOWER

### PODCASTS

[soundcloud.com/themarketingsoc](https://soundcloud.com/themarketingsoc)

### SOCIAL MEDIA



5000 FOLLOWERS



2300 FOLLOWERS



750 FOLLOWERS



1400 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 and Peer to Peer programmes also available



**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 8  
UNIVERSITIES  
ACROSS SCOTLAND**

**STUDENT  
MARKETING  
SOCIETY**



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

**SMS: Edinburgh Napier, QMU, Glasgow, Glasgow Caledonian, Stirling, Dundee, Robert Gordon and Heriot-Watt**



**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
- ALWAYS BE CONTENT
- BARCLAYS
- BIG PARTNERSHIP
- CALMAC FERRIES
- CARAT
- DC THOMSON MEDIA
- DELOITTE DIGITAL
- DENHOLM ASSOCIATES
- DENTSU AEGIS EDINBURGH
- DIGITAS
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON-BEAM
- SUNTORY UK
- ENTREPRENEURIAL SCOTLAND
- FOOD STANDARDS SCOTLAND
- FRAME
- FRONT PAGE
- GLASGOW CALEDONIAN UNIVERSITY
- GLENMORANGIE
- GOLDEN CHARTER
- GUY & CO
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- I-PROSPECT
- KAMES CAPITAL
- LUX EVENTS
- MACDONALD HOTELS & RESORTS
- 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
- SKILLS DEVELOPMENT SCOTLAND
- SKY ADSMART
- SPEY
- 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
- VELUX
- VISITSCOTLAND
- WEBER SHANDWICK
- WHITESPACE
- WHYTE & MACKAY
- WIRE

# MEMBERSHIP COSTS



## FIRE ROLE CONCESSION

Under 3 years  
experience

**£180 + VAT**

No enrolment fee



## FUTURE LEADER CONCESSION

At least 3 years  
experience

**£245 + VAT**

£87.50 enrolment fee



## EXECUTIVE MEMBER

At least five years experience at  
Managerial level

**£315 + VAT**

£175 enrolment fee



## BUSINESS LEADERS

At least 7 years  
experience

**£365 + VAT**

£175 enrolment fee



## 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

**ASPIRING OR FUTURE - £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



# 2020 EVENT CALENDAR

## 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

Thursday 12 March - Star Marketing Student Apprentice Day, Glasgow

Thurs 26 & Fri 27 March - Star Awards Judging [1<sup>st</sup> stage]

## APRIL

Tuesday 7 April - [PSA Judging](#), [virtual event]

Wednesday 15 April - [Inspiring Minds](#), [webinar]

## MAY

Tuesday 5 May - [Future Leaders](#), [virtual event]

Thursday 21 May - [Inspiring Minds](#), [webinar]

## JUNE

Thursday 4 June - [Under the Spotlight](#), [webinar]

Wednesday 10 June - Brave Awards London

Tuesday 23 June - [PSA Judging](#), [virtual event]

## AUGUST

Tuesday 4 August - [Future Leaders](#), Glasgow

Friday 28 August - Amplify [F] Edinburgh

## SEPTEMBER

Wednesday 2 September - Digital Day [F], Edinburgh

Thursday 10 September - [Fellows Event](#)

Thursday 24 September - [Inspiring Minds](#), Edinburgh

Friday 25 September - Clients v Agencies Golf Challenge & Kyle Hardie Open, St Andrews

Tuesday 29 September - [Trendspotting](#)

## OCTOBER

Tuesday 6 October - [PSA Judging: Diversity](#), Edinburgh

Thursday 8 October - [Industry Insights](#)

Tuesday 13 October - [Future Leaders](#), Edinburgh

Thursday 22 October - Star Awards [F], Edinburgh

## NOVEMBER

Wednesday 4 November - Annual Conference, London

Thursday 5 November - [Inspiring Minds](#), Glasgow

Thursday 17 November - [Trendspotting](#)

Wednesday 25 November - Annual Dinner, London

Thursday 26 November - [Under the Spotlight](#), Glasgow

## DECEMBER

Thursday 3 December - St Andrew's Day Dinner [F], Edinburgh

Tuesday 8 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





**THANK YOU**

**GET IN TOUCH:**

**GRAEME ATHA - DIRECTOR**

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