



# MEMBERSHIP AND PROGRAMME 2021



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

## OUR GLOBAL HUBS



NEW YORK  
2017



SCOTLAND  
1965



ENGLAND  
1959



UAE  
2016



INDIA  
2017



HONG KONG  
2014



SINGAPORE  
2015

## OUR MISSION

To empower brave leaders to do well, do good and feel good



### 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. TO BE INCLUSIVE AND INSPIRATIONAL TO OUR MEMBERS, INDUSTRY AND PROFESSION
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

- The Marketing Society Scotland Advisory Board is selected to reflect a wide range of industry sectors and marketing disciplines in our membership and to promote greater diversity in our profession.
- New Advisory Board members are welcomed each year and serve for 2 years to ensure new and fresh thinking to our strategy and plans as well as providing specific input to our 6 clusters.
- Our Chair serves 2 years after having also served 2 years as Vice Chair.

## MARKETING & MEMBERSHIP

Graeme Atha, The Marketing Society (Cluster Chair)  
Derek Hemphill, Royal Bank of Scotland  
Natalie Burns, Barclays  
Marina Maciver, Scottish Enterprise  
Leigh Dobson, Leith  
Natalya Ratner, Robotical  
Mhairi MacLeod, Lux Food & Drink  
Adam Bell, Moment

## EDUCATION & EMPOWERMENT

Rod Gillies, The Borders Distillery (AB Vice Chair/  
Cluster Chair)  
Vicki Miller, VisitScotland  
Maddy Sim, Dentsu Aegis  
David Craik, Bright Signals  
Claire Prentice, Scottish Government  
Cara Chambers, International Beverages

## PROMOTION & PARTNERSHIPS

Lisl Macdonald, Spring & Atlas (Cluster Chair)  
Joanne Lynn/Elise MacDonald, Lux Events  
Jane Strachan, PUNK  
Emma Pollock, Diageo  
Simon Crunden, Republic of Media  
Morna McLelland, Stripe  
Alasdair Wallace, Material  
Annabel Leckenby, ScotRail

# ADVISORY BOARD

## EQUALITY, DIVERSITY & INCLUSION

Fiona Burton, Leith (AB Chair/Cluster Chair)  
Ian Greenhill, Studio Something  
Ailsa Graham, Tesco Bank  
Barrington Reeves, TooGallus  
Tushar Kaul, Bella and Duke  
Simon Watson, Republic of Media  
Aarti Joshi, DF Concerts

## STUDENT MARKETING SOCIETIES

Caroline Hill, MSS (Cluster Chair)  
Peter Sanchez, Heriot Watt  
Nathalie Tjandra, Edinburgh Napier  
Carol Prest, DC Thomson  
Gregor Urquhart, Scottish Government  
Anna Quinn, Frame

## FUTURE LEADER ADVISORY GROUP

Naomi McCann, Seafish (FLAG Chair)  
Kirsty Chalmers, Genius (FLAG Vice Chair)  
Claire Mathieson, Republic of Media  
Mamta Kakaiya, Frame  
Jaimie Anderson, Whyte & Mackay  
David Cotter, Edrington Beam Suntory  
Ana Castenada, The Union  
Thomas Cheeseman, ICAS  
Colette Sullivan, Radisson RED  
Siobhan Rieley, VisitScotland  
Liam Hall, The Lane Agency  
Christina Giannakou, Always Be Content  
Kelly Ling, Dentsu Aegis  
Liah Moss, Whitespace  
Melissa Hodgson, Lux Events



# 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



And we offer membership concessions at two levels



First Role - at start of a career in marketing

Future Leader - for those aspiring to a senior role in our industry

## KEY PERFORMANCE INDICATORS

From our Annual Membership Survey

**80%**

inspired by our vision

**84%**

regularly read our comms

**94%**

would recommend membership

# EQUALITY, DIVERSITY & INCLUSION (EDI)

## OUR COMMITMENT

The Marketing Society is committed to empowering a community that supports equality, diversity and inclusion.

We are working to become more diverse and inclusive in our programme and to be leaders of change in the industry.

## SOME OF OUR EDI INITIATIVES:

- Pledge – covering all areas of equality, diversity and inclusion as well as our position on ethical and environmental issues
- Our Champions of Equality, Diversity and Inclusion Star Award
- EDI judging criteria in the Star Agency and Star Marketing Team of the Year Awards as well as the Employer Brands of the Year Awards
- Pioneering Spirit Awards judging sessions using award winning case studies from across the world that promote equality, diversity and inclusion
- Future Leaders brief to encourage people of all backgrounds to consider a career in marketing
- Aspiring Creative Star Award brief using statues, street names and public buildings associated with slavery and racism as a platform to promote create greater awareness and intolerance.
- Development of a brief to highlight the issues and opportunities for people with disabilities in our industry

# FLAGSHIP EVENTS

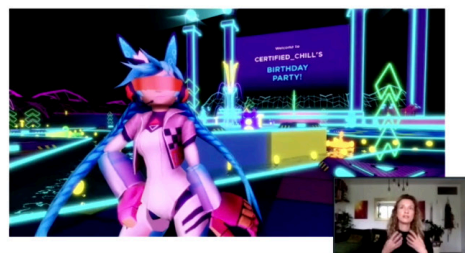
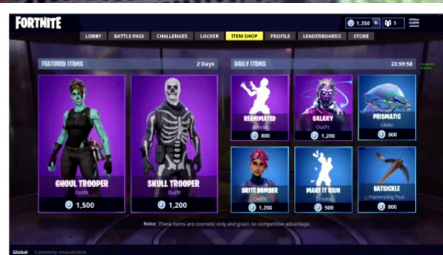






## GAMING PLATFORMS ARE THE ONES TO WATCH

Already designed to share digital experiences. The next step would be to add physical commerce options.



## DIGITAL DAY



ABOUT

## 2020 JOINT HEADLINE SPONSORS

Reach  
Solutions

REPUBLIC OF MEDIA



- A virtual event split into 2 days dedicated to all things digital:

Digital Day Now  
Digital Day Next

- Inspiring speakers and thought-provoking topics

See recording of Digital Day 2020 [here](#)

# STAR AWARDS



ABOUT

## STRATEGIC PARTNERS



- 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
  - Director level members participating in panels that decide the shortlists and winners
- Over 100 judges sitting on 20 different panels
  -
- Virtual awards ceremony format hosted by Andrew
  - Cotter and DJ set by Arielle Free

See recording of the 2020 virtual ceremony [here](#)







# AMPLIFY MARKETING FESTIVAL



ABOUT

SPONSOR

Ogilvy

THE MARKETING SOCIETY  
**amplify**  
virtual festival 2020

- Celebrating creativity and innovation during the Edinburgh Fringe with our festival favourites

The Ogilvy Lecture

The Badger Debate

Clients v Agencies Creative Challenge

See recording of Amplify 2020 - including the Ogilvy Lecture with Mark Ritson and Rory Sutherland - [here](#)

# ST ANDREW'S DAY CELEBRATION



ABOUT

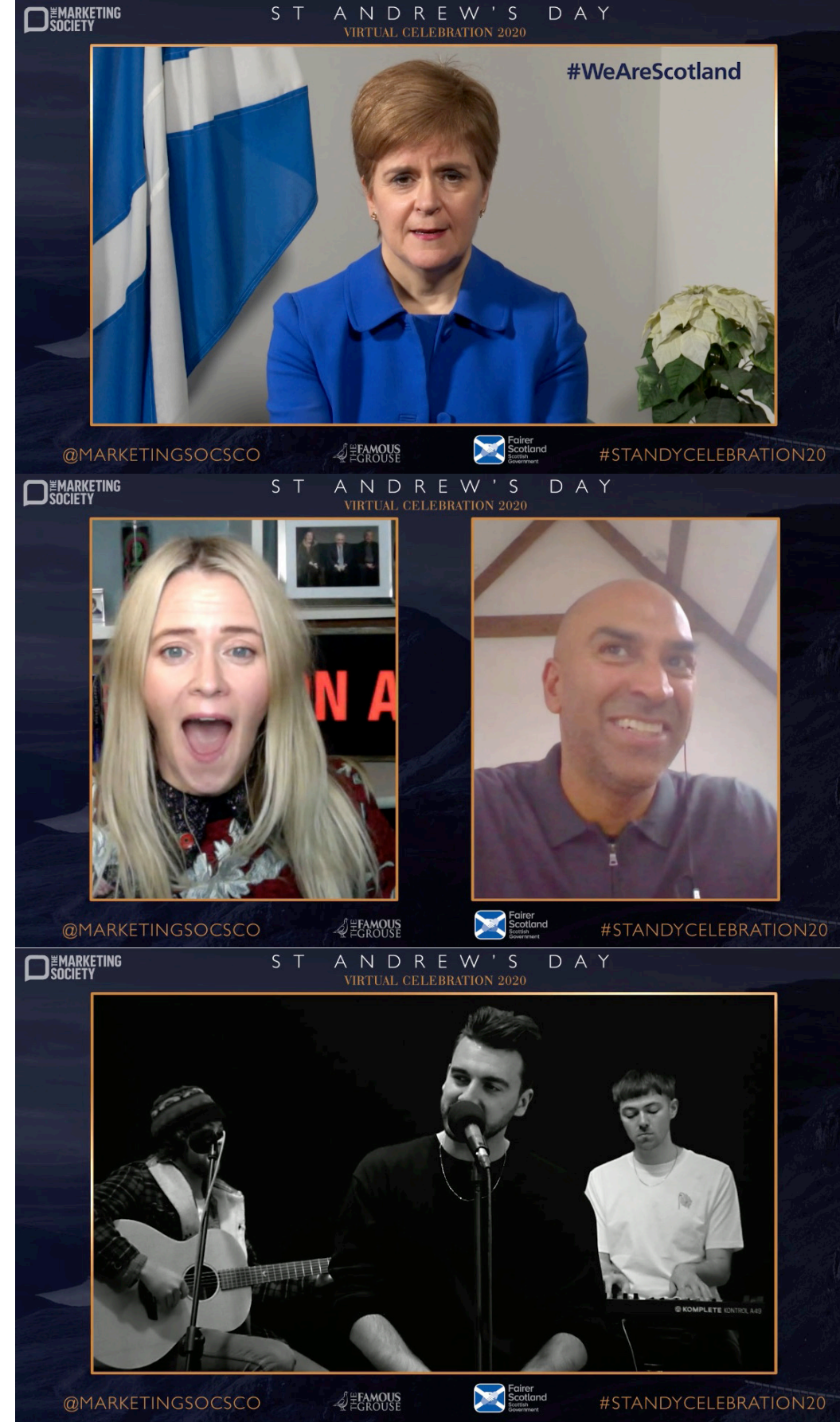
## SPONSORS



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

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

See recording of the 2020 event [here](#)





# EMPOWERING DEVELOPMENT PROGRAMME



# EMPOWERING DEVELOPMENT EVENTS

DEVELOPMENT EVENTS ARE  
FREE TO MEMBERS WHO ALSO  
GET PRIORITY BOOKING

## FUTURE LEADERS



### ABOUT

A programme of events free to members aspiring to senior roles featuring guest speakers discussing their career path and their own areas of expertise as well as personal insights on leadership.

### 2020 SPEAKERS



NICOLA THOMSON  
Edrington



GREGOR URQUHART  
Scottish  
Government



DAVID CRAIK  
Bright Signals



LAURA CHEYNE  
National Trust for  
Scotland

## INSPIRING MINDS



### ABOUT

This programme of events free to members featuring inspiring speakers on a wide range of key industry topics.

### PREVIOUS TOPICS

- Behavioural Science
- Crisis Management
- Innovation
- Gamification

### SPONSORED BY



# EMPOWERING DEVELOPMENT EVENTS

DEVELOPMENT EVENTS ARE  
FREE TO MEMBERS WHO ALSO  
GET PRIORITY BOOKING

## TRENDSPOTTING



### 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



### 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



# NEW TRAINING AND DEVELOPMENT PROGRAMMES

## ACCELERATE MASTERCLASSES



A new programme which focuses on key areas of marketing leadership.

The first masterclass will help bridging the gap between marketing and finance in a session led by David Haigh from Brand Finance.

## MARKETING LEADERSHIP MASTERCLASSES



12 modules over 12 weeks led by marketing leadership expert Thomas Barta and featuring one of our pre-eminent marketing leaders, Syl Saller CBE.

## DIGITAL IQ MEASUREMENT AND SKILLS ASSESSMENT



Working in partnership with Andragogy, members will be invited to assess their skills using a Digital IQ test which will help identify specific training needs and a programme tailored to the requirements.

# EXCLUSIVE EVENTS





# EXCLUSIVE EVENTS

## UNDER THE SPOTLIGHT



### ABOUT

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

### PREVIOUS SPEAKERS



CHRIS PITT  
HSBC



PAUL GRAHAM  
LVMH



MITCH OLIVER  
Mars

## 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](#).

### SPONSORED BY

**DenholmAssociates**

## 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/events](http://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 covered in 2020 included:

Keep Calm

Under the Spotlight

Optimizing your LinkedIn profile

Brave Conversations

Climate Change

Moving at the speed of crisis

Brand Resilience

Power of Collaboration

Creativity during COVID-19

# LONDON FLAGSHIP EVENTS

## BRAVE GET TOGETHER CONFERENCE



### ABOUT

We weren't able to get together in person this year but guests still experienced the magic of a Marketing Society conference from the comfort of their own home.

Speakers include:

Kat Harbourne and Jenny Eells, The Naked Podcast

Tim Kobe, Founder, Eight Inc

Ged Couser and James Hepburn, designers of the Nightingale Hospitals

Amy Edmundson, Harvard Business School

## A NIGHT OF CONNECTIONS, CELEBRATIONS AND CONVERSATIONS



### ABOUT

Our virtual Evening of Celebrations, Connections and Conversations brought together members to celebrate getting through the year.

Hosted by comedian Suzi Ruffell, guests voted for their Brand of the Year (Brewdog) and were entertained by hip hop musical comedian Abandoman.



# LONDON AWARDS / GLOBAL PROGRAMME

## THE MARKETING SOCIETY AWARDS



### ABOUT

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

### 2020 WINNERS

#### GRAND PRIX

Guinness Clear (AMV BBD0)

#### MOST INSPIRATIONAL STORY

ITV // Stroke Association

#### BRAVEST TEAM

Nationwide

#### ONE TO WATCH

Sebastian Kroth, Brand Director:  
Western Europe at the Coca-Cola  
Company

#### BRAVEST MARKETING LEADER

Sara Bennison, CMO at Nationwide

## INTERNATIONAL MARKETING LEADERS PROGRAMME



### ABOUT

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

### SPONSORED BY



### PARTNER



BRAND LEARNING

# 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

## BLOGS & THINK PIECES

## AWARD CASE STUDIES

## EVENT DETAILS & BOOKINGS

## PUBLICATIONS



CAMPAIGN



MARKETING WEEK

## VIDEOS & EVENT RECORDINGS

## PODCAST & INTERVIEWS

## MEMBERSHIP DETAILS

## SOCIAL MEDIA



@marketingsocscot  
5300

@themarketingsoc  
37.5k



The Marketing  
Society Scotland  
3000

The Marketing  
Society  
15000



2300



3000

# 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

## GLOBAL

### EMPOWER

Quarterly Journal with stimulating content by leading thinkers across the world

### THE EDIT

A monthly update on events and initiatives across our 7 global hubs

## SUPPORTING OUR SOCIETY (SOS)

SOS – is a weekly email which we send out on Wednesdays and was developed at the start of the COVID-19 pandemic to provide additional support to our members.

### CONNECTIONS

Showcasing news and work from our members as well as highlight new corporate members and partners.

### CONTENT

Sharing anything that could be useful or stimulating to other members from blogs, reviews and inspiring case studies

### COMMUNITY

Supporting partner events, new initiatives and job market opportunities

Any suggestions for SOS should be emailed to [joanne@luxevents.co.uk](mailto:joanne@luxevents.co.uk)



# 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 the marketing profession and introducing students to our industry.

**NOW ESTABLISHED IN  
10 UNIVERSITIES  
ACROSS SCOTLAND\***



**EACH SMS HAS A MENTOR  
FROM OUR  
ADVISORY BOARD**

\*Edinburgh, Edinburgh Napier, QMU, Glasgow, Glasgow Caledonian, Stirling, Dundee, Robert Gordon, Heriot-Watt and Strathclyde.

**JOIN UP. JOIN IN.**



# CORPORATE MEMBERS

## GLOBAL

- BLOOMBERG
- DIAGEO
- EMIRATES
- HSBC
- LINKEDIN
- MICROSOFT
- OGILVY & MATHER
- PIZZA HUT
- SALESFORCE
- SIEGEL+GALE US
- THE ECONOMIST
- UNILEVER
- VICE
- VISA

## SCOTLAND

- 3X1
- AEGON ASSET MANAGEMENT
- ALWAYS BE CONTENT
- BARCLAYS
- BAXTERS
- BEAM SUNTORY
- BIG PARTNERSHIP
- CALMAC FERRIES
- CARAT
- CHANNEL 4
- DC THOMSON MEDIA
- DENHOLM ASSOCIATES
- DENTSU AEGIS EDINBURGH
- DIAGEO
- DIGITAS
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON-BEAM SUNTORY UK
- FOOD STANDARDS SCOTLAND
- FRAME
- FRONT PAGE
- GLENMORANGIE
- GOLDEN CHARTER
- GUY & CO
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- IAN MACLEOD DISTILLERS
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- LUX EVENTS
- MACDONALD HOTELS & RESORTS
- MADEBRAVE
- MATERIAL
- MEDIACOM
- MOMENT
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS INTERNATIONAL SCOTLAND
- REACH (SCOTLAND)
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND
- ROYAL LONDON
- SAINSBURY'S BANK
- SCOTRAIL
- SCOTTISH ENTERPRISE
- SCOTTISH GOVERNMENT
- SEAFISH
- SKILLS DEVELOPMENT SCOTLAND
- SKY MEDIA
- 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 MILITARY TATTOO
- THE UNION
- UNION DIRECT
- UNIVERSITY OF EDINBURGH
- UNIVERSITY OF GLASGOW
- VELUX
- VISITSCOTLAND
- VOLVO
- 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 + VAT**

£87.50 enrolment fee\*



## MANAGER LEVEL

At least five years experience at  
Managerial level

**£315 + VAT**

£175 enrolment fee\*



## DIRECTOR LEVEL

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

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

\*Enrolment fees have been suspended during the COVID-19 pandemic - to be reviewed in Spring 2021

## 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. JOIN UP AND JOIN IN
2. ATTEND EVENTS
3. SPEAKER AND TOPIC RECOMMENDATIONS
4. BOOK AND EVENT REVIEWS
5. SHARE CONTENT AND WRITE BLOGS
6. JOIN OUR MENTORING PROGRAMME
7. ENTER THE STAR AWARDS
8. REGISTER AS A JUDGE
9. ENGAGE WITH OUR SOCIAL MEDIA CHANNELS
10. SUPPORT OUR EQUALITY, DIVERSITY & INCLUSION INITIATIVES

# 2021 EVENT CALENDAR

## JANUARY

Thursday 14 January - Star Awards Showcase  
Friday 15 January - Future Leaders #1  
Thursday 21 January – Advisory Board Meeting #1

## FEBRUARY

Tuesday 9 February – Siegel + Gale Purpose Event  
Monday 15 February - Star Awards Entry Deadline  
Monday 15 February – Andragogy partnership launch event  
Tuesday 23 February - PSA Judging #1

## MARCH

Wednesday 5 March - Student Marketing Society Gathering  
Thursday 11 March - Inspiring Minds #1  
Wednesday 17 March - Star Marketing Student Apprentice Day  
Wednesday 17 March – Inspiring Women in Business, Management Today Conference  
Wed 24 & Thu 25 March - Star Awards Judging [1<sup>st</sup> stage)

## APRIL

Wednesday 14 April - Advisory Board Meeting #2  
**Wednesday 21 April - Digital Day Now**  
**Thursday 22 April – Digital Day Next**

## MAY

Tuesday 4 May – Star Awards judging (2<sup>nd</sup> stage)  
Tuesday 4 May - Future Leaders #2  
Wednesday 19 May - Inspiring Minds #2  
Thursday 27 May – MSS Golf Day

## JUNE

**Thursday 17 June – Star Awards**  
Tuesday 29 June - PSA Judging #2  
Awards, London – date TBC

## AUGUST

Tuesday 3 August - Future Leaders #3  
Wednesday 18 August - Advisory Board Meeting #3  
**Friday 27 August – Amplify**

## SEPTEMBER

Thursday 9 September - Fellows Dinner  
Wednesday 22 September - Inspiring Minds #3  
Thursday 30 September – Trendspotting with Republic of Media

## OCTOBER

Tuesday 5 October – PSA Judging #3  
Tuesday 12 October - Future Leaders #4  
Thursday 21 October - Industry Insights with DC Thomson Media

## NOVEMBER

Wednesday 3 November - Inspiring Minds #4  
Wednesday 10 November – Advisory Board Meeting #4  
Thursday 11 November – Trendspotting with MadeBrave  
Tuesday 16 November – PSA Judging #4  
**Thursday 25 November – St Andrew’s Day Dinner, Edinburgh**  
Annual Conference, London – date TBC  
Annual Dinner, London – date TBC

## DECEMBER

Thursday 2 December - Industry Insights with Scottish Ballet  
Thursday 9 December – Christmas Drinks

All dates subject to change

# 2019 ROUND UP





**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)**