

The Marketing Society

2020 Annual General Meeting Minutes

Venue :

Via Zoom

Thursday 17th December 2020 @ 10.30am GMT

Chair : Craig Inglis

1. Attendees

13 Members attended the meeting. A list of attendees is available at the Head Office for inspection if required

2. Chair's welcome

CI thanked everyone for coming. Everybody should have received Notice of meeting, set of accounts and nominations for officers to the Management Board. It was confirmed that these had indeed been received.

3. Minutes of the previous meeting

The minutes of the 2019 Annual General Meeting were circulated and the Chair asked for approval of them

This was Proposed by Raoul Pinnell

Seconded by Graeme Atha

Vote: - Unanimously Approved

4. Chair's Report

He read out his report for the last year which included the following highlights;

- The celebration of our 60th Anniversary.
- The rebranding of the Society
- The launch of Salesforce into the company
- The decline in membership by 9% to 2,502 although with particularly impressive growth in both Scotland, Dubai and New York.
- The second annual Brave Awards".

- The launch of our new website and our new publication Empower.
- Hosting 118 events across the globe including our Annual Conference which has become a global event and the 60th Anniversary celebration held in front of over 500 members and guests where Coca-Cola was voted as the most iconic brand over the last 60 years.

He finished his report by thanking the Management Board in London plus all of our regional boards and chairs plus the team in Teddington led by our new CEO, Sophie Devonshire and the previous CEO Gemma Greaves. He also thanked the global partners Accenture and Shell, but most of all he thanked the members.

5. Treasurers Report –

The Treasurer, Julian Boulding read out his report. He highlighted that the impairment to the investment in Salesforce of £439k had resulted in a reported loss in the year of £408k.

He stated that the revised amount in the Balance sheet better reflected the value of the investment to the Society going forward.

In response to a question from Raoul Pinnell he informed the meeting that we had received 3 years of free licences from Salesforce and that a full review of the process had been undertaken by the Board and that there were a number of lessons to be learnt for any future investments.

6. Approval of Audited Accounts for the year 1st January 2019 to 31st December 2019

Proposed Adrian Last

Seconded Linda Seymour

Vote: - Unanimously Approved

7. Approval of the proposal to adopt FRS Section 1a Reporting for Smaller Entities

Proposed by Graeme Atha

Seconded by Hugh Burkitt

Vote: - Unanimously Approved

8. Approval of nominations of Officers and Board Members

As no members of the Board are due to retire this year the Board makes the following unanimous nominations for 2020-21

Officers of the Management Board:

Chair	:	Mr Craig Inglis
Hon Treasurer	:	Mr Julian Boulding

Proposed by Tash Whitmey

Seconded by Colin Wheelan

Members of the Management Board:	Ms Stephanie Brimacombe
	Mr Paul Graham
	Mr Dominic Grounsell
	Mr Adrian Last
	Ms Natasha Whitmey
	Mr Nigel Vaz
	Ms Sophie Devonshire – CEO
	Ms Sarah Woodley – Commercial Director
	Mr Colin Hewitt – Finance Director & Company Secretary

Proposed by Hugh Burkitt

Seconded by Julian Boulding

Vote : - Unanimously Approved

9. Re-Appointment of Shipleys LLP as Auditors and Authority to Remunerate

Following successful first year following their appointment in 2019, the Treasurer proposed that Shipley's LLP should be re-appointed as our auditors for the current year.

Proposed by Julian Boulding

Seconded by Sophie Devonshire

Vote : - Unanimously Approved

10. Any Other Business

The CEO, Sophie Devonshire outlined some of the forthcoming events and plans for 2021 and in response to a question from Lisl MacDonald stated that no plans to open any new hubs but to focus on a global membership offering and also to further develop the current hubs.

There being no further questions the Chair announced that the meeting was closed at 11.12am GMT.