OUR MISSION
To inspire, accelerate and unite the marketing leaders of today and tomorrow helping them to \textit{do well} in their careers, \textit{do good} in society and \textit{feel good} about our profession and our community.

GLOBAL VISION
To be the world’s most progressive network of marketers, working together to promote and advance the contribution our profession makes to business, the economy and society.

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

MARKETING SOCIETY SCOTLAND (MSS) OBJECTIVES

1. TO INCREASE MEMBERSHIP WHILST BEING BOTH INCLUSIVE AND INSPIRATIONAL

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
Our Advisory Board is selected to reflect and represent our members with a wide range of industry sectors and marketing disciplines involved providing strategic input to our direction and plans. We keep things fresh by bringing in 50% of new board members each year who each serve for 2 years.

The Board focuses on 4 key areas:

2023 BOARD MEMBERS

- Rod Gillies, Whyte & Mackay [Chair]
- Claire Prentice, Scottish Government [Vice-Chair]
- Sarah Baillie, StudioLR [FLAG - Future Leaders Advisory Group Chair]
- India Morrow, First Milk [FLAG - Future Leaders Advisory Group Vice Chair]
- Kirsteen Beeston, Beam Suntory
- Pamela Brankin, Weber Shandwick
- Chris Bruce, The Lane Agency
- Fiona Gray, Equator
- Steph Halliday, Denholm Associates
- Janice Hutchinson, Sainsbury’s Bank
- Fiona Kennie, Innis & Gunn
- Richard Marsh, Channel 4
- Pete Martin, Always Be Content
- Elizabeth McMillan, Edrington
- Paul Menzies, Tennent’s
- Barrington Reeves, Too Gallus
- Daniel Sear, EssenceMediacom
- Neil Skinner, Edrington UK
- Cat Summers, Guy & Co
MEMBERSHIP
MEMBERSHIP

COMMUNITY
Connections and conversations with a global network of smart marketers.

INSPIRATION
World class events, awards, speakers and content.

ACCELERATION
We open doors and open minds giving our members the tools and influence to go further and faster.

In first 3 years in our profession with an inclusive approach to attracting people from all backgrounds to our industry.

At least 3 years experience with aspiration to lead.

At least 5 years experience and in a leadership role.

BUSINESS TEAMS
Formerly, Corporate Members, this package is available to organisations with 5+ individual members looking to recognise, reward and develop marketing talent. Event, training and development packages available to add even more value.

INTERNATIONAL MEMBERSHIP
Available to members currently based overseas.

From our Annual Membership Survey

95% inspired by our vision
88% value our communications
98% would recommend membership

KEY PERFORMANCE INDICATORS
MEMBERSHIP BENEFITS

WORLD-CLASS EVENTS
- 120 exclusive events
- 270 speakers
- 500 event videos

PUBLICATIONS
- 2 in-house digital publications
- 400 bloggers

PROFESSIONAL DEVELOPMENT
- 10 Learning Labs
- 4 Future Leaders
- Marketing Leaders Programme
- Marketing Leaders Masterclass
- Onestowatch

INDUSTRY RECOGNITION
- 58 categories celebrated with awards
- 40 prestigious judges
- 35 years heritage

GROW YOUR NETWORK
- 2500 influential marketing leaders
- 24950 connections
- An exclusive online Coffeehouse
- Mentoring programme

THOUGHT LEADERSHIP
- 400 best-practice case studies
- 500 podcasts
- 3000 articles
- Subscription to Campaign magazine

INDUSTRY INFLUENCE
- £1 billion collective marketing spend
- 6 International locations
- 3 major awards programmes across the globe / a wide range of categories / individual recognition / prestigious judges

PARTNER DISCOUNTS
- 10% discount on all CIM training
- 6 month Founder’s Card membership (worth £250)
- 10% discount to House of Beautiful Business
FLAGSHIP EVENTS
DIGITAL DAY SCOTLAND

An event dedicated to all things digital with inspiring and thought-provoking speakers.

A range of topics and themes including:
- the marketer’s toolkit: trends for 2023
- creative commerce
- user behaviours and persuasive brands
- what the f*** is Web3?
- the Bumble journey
- the climate crisis and advertising
- positive purpose
- the digital underground
- tech acceleration

2023 SPEAKERS INCLUDED:
Tom Head, Crypto Comparative Linguistics Web3
Nicole Christensen, Bumble
Paddy Loughman, Extinction Rebellion
Natalie Raine, YouTube
Charlotte Williams, sevensix
Andruwu, Content Creator
AJ Coyne, Klarna

DATE & LOCATION
Thursday 27 April 2023, Glasgow

JOINT HEADLINE SPONSORS

WATCH THE HIGHLIGHTS VIDEO
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 Leader level members participating in panels that decide the shortlists and winners.

Over 120 judges sitting on 20 different panels.

560 guests attending the Awards Dinner at the DoubleTree by Hilton - a record for a Marketing Society event in Glasgow!

DATE & LOCATION
Thursday 15 June 2023, Glasgow
AMPLIFY MARKETING FESTIVAL

DATE & LOCATION
Thursday 24 August 2023, Edinburgh

ABOUT
- Inspiring speakers, passionate debate and friendly competition celebrating creativity and making connections

SPONSORS
- CARAT
- Ogilvy

PARTNERS
- The Cannes Review
- The Ogilvy Lecture with Frank Cottrell-Boyce
- Celebrating Craft
- Clients vs Agencies Creative Challenge
- Comedy Blowout After Party

5 Events for 2023:
- The Cannes Review
- The Ogilvy Lecture
- Celebrating Craft
- Clients vs Agencies Creative Challenge
- Comedy Blowout After Party

Fringe events

WATCH LAST YEAR’S HIGHLIGHTS VIDEO
ST ANDREW’S DAY DINNER

DATE & LOCATION
Thursday 30 November 2023, Edinburgh

ABOUT
- End of year celebration
- Taste of Scotland Reception & Ceilidh
- CEO and Chair’s Address
- Fellows & Honorary Fellows Announcements
- Employer Brand of the Year Awards

WATCH LAST YEAR’S HIGHLIGHTS VIDEO

SPONSORS

Scottish Government
Edrington
Denholm Associates
EMPOWERING DEVELOPMENT PROGRAMME
EMPOWERING DEVELOPMENT EVENTS

FUTURE LEADERS

ABOUT

A programme of events for Future Leader members aspiring to senior roles featuring Marketing Society Fellows discussing their career path and their own areas of expertise as well as personal insights on leadership. FLAG run a First Role Fundamentals virtual event series specifically for First Role members.

SPONSORED BY

WHYTE & MACKAY

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.

October host:

LEADING THE CONVERSATION

ABOUT

These events are aimed at Leader members and will provide an environment to re-connect and discuss key topics, challenges, or issues facing the industry.

INSPIRING MINDS

ABOUT

Two half day events covering a wide range of marketing skills. This year focuses on:

SPONSORED BY

EDRINGTON

The Good Idea - reigniting that creative spark and The Good Word - writing for impact.

TRENDSPOTTING

ABOUT

Marketing Society members come together to discuss and explore emerging trends, strategies, and innovations.

These events provide a platform for marketers to learn from each other, share insights, and stay ahead of the curve in our ever-evolving industry.

Two half day events focussing on Strategy and Creativity, alternating in Glasgow and Edinburgh.

DEVELOPMENT EVENTS ARE FREE TO MEMBERS WHO ALSO GET PRIORITY BOOKING
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](#).
Our accelerated learning programme is dedicated to empowering marketers’ development to grow their career, their brands and their people.

Interactive, engaging content to encourage deeper thinking on how to pivot, adapt and fast track growth-driving strategies, all while helping to accelerate your career.

We have targeted programmes for individuals and teams which include:

- **Marketing Leaders Programme**, **Onestowatch**, **Marketing Leaders Masterclass**, **Learning Labs** and **Insiders Programme and Being Bold Workshops**.

**MARKETING LEADERS PROGRAMME**

In collaboration with Accenture Song, MLP is a course for high potential marketers preparing for senior leadership roles. Since 2004, we’ve coached hundreds of promising marketers from companies including Aviva, Bacardi and Unilever. The attendees benefit from the wisdom of senior leaders such as Keith Weed, the BBC’s Kerris Bright and moneysupermarket’s Peter Duffy. The programme features seven two-hour virtual workshops hosted across three months (May, June and July). For more information check out our website.

**ONESTOWATCH**

Onestowatch recognises and nurtures the bright stars of our future. Delegates learn about leadership, understanding their core brand values and developing their own leadership style. They leave with a ready-made community of like-minded marketers to learn from and connect with while hearing from speakers such as Chris Barez-Brown, Jeremy Waite and Ruth Saunders. Since 2015, we’ve coached over 500 promising marketers from John Lewis, Hiscox, Emirates NBD and Facebook. For more information check out our website.

**MARKETING LEADERS MASTERCLASS**

Join Thomas Barta and Syl Saller and a real-time group of peers to grow your marketing leadership skills and learn the essence of leading change in just 100 days. The flexible, paced programme with bite-size lectures, on demand, is well suited for marketers with a demanding day job. The masterclass features live sessions when you can problem solve with top ranking experts, mentors for extra support, fun reflective challenges, peer discussions and a certificate of growth. For more information check out our website.

**LEARNING LABS**

Our monthly Learning Labs are half-day workshops designed exclusively for members to accelerate learning through knowledge and tools from industry experts. Topics are ever changing and the sessions are always incredibly interactive. For more information about our upcoming Learning Lab workshops visit our event page.

**INSIDERS PROGRAMME & BEING BOLD WORKSHOPS**

Bespoke learning, including the Insiders Programme bringing our community of experts inside your organisation and BeingBold Workshops to change behaviours or work on a live brief. For more information about the Insiders Programme and BeingBold Workshop visit our website.
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, Dubai and Singapore.

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

Check out the calendar at the end of this document for dates and visit the website for more details:

www.marketingsociety.com/events
The Marketing Society Awards

London Flagship Events

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

2023 Winners

Campaign of the Year
Mayor of London with Ogilvy UK

Grand Prix
McDonald's and Leo Burnett

Best Brand Team
ITV

Best Agency Team
WeAreFearless

Digital Day England

Be inspired, share and connect with digital thought leaders, innovators and changemakers. We'll get behind the shiny new toys, myth bust the memes and explore how brands and agencies have connected the dots to connect to customers.

Date
Wednesday 28 June 2023

Date
Wednesday 10 May 2023
LONDON FLAGSHIP EVENTS

ANNUAL CONFERENCE

A powerful day of inspiration, ideas and energy from entrepreneurs, creatives, marketing leaders and pioneers. Speakers include:

- Emma Harris, CEO, The Glow London
- Katharine Birbalsingh CBE, Headteacher, Michaela Community School
- James Averdieck, Managing Director, The Coconut Collaborative

Tuesday 14 November 2023

ANNUAL DINNER

An uplifting evening of celebrations, connections and conversations. It’s a chance to round off the year right; to reward teams for their hard work, and to celebrate the ingenuity, passion and drive of our industry.

There’s entertainment, great food, the chance to discover who has been awarded the prestigious title of Marketing Society Fellow and of course, to crown our Brand of the Year.

Tuesday 28 November 2023
OTHER BENEFITS
BLOGS & THINK PIECES

SOCIAL MEDIA

PUBLICATIONS

www.marketingsociety.com

VIDEOS & EVENT RECORDINGS

INTERVIEWS

MEMBERSHIP DETAILS

LEADING CONVERSATIONS PODCAST

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

CAMPAIGN

AWARD CASE STUDIES

EVENT DETAILS & BOOKINGS

SOCIAL MEDIA

6,000

THE MARKETING SOCIETY

6,000

LEADING CONVERSATIONS

LEADING CONVERSATIONS PODCAST

Now in it’s second series, leaders within the Marketing industry in Scotland, discuss a wide range of topics - from the trials and tribulations of starting and building a successful marketing agency, to marketing innovation within the drinks industry, the hot topic of sustainability, mental and brain health in the workplace and marketing in a pre and post Covid world.

Listen here.
This group is for any member of The Marketing Society who would like to share ideas, knowledge and thought-provoking content, get feedback from the group, and make connections. A safe virtual space for our members across the world to connect, chat, debate, share and be inspired.

Our Society is made by our members. We flourish when everyone gets involved by contributing to the conversations, asking questions and sharing their knowledge. We look forward to welcoming you as an active participant in this community!

Click [here](#) to join.

### THE BENEFITS FOR YOU

**CONNECT**
You’ll instantly be a part of our global community of like-minded members – senior marketers with a shared passion for marketing and a common belief that together we can achieve more than alone. Take advantage of the Connect and Direct Messages functions to build your connections with fellow members.

**DISCOVER**
You’ll be able to discover what Society events are coming up as well as the community’s hot topics and discussions. Furthermore, use Guild’s ‘Discover’ function to join other groups, outside of the Coffeehouse, for more niche interests and specialisms.

**SHARE AND SUPPORT**
Sharing is caring and in our community, we care! Take a couple of minutes to share your knowledge with your peers, share what you have read or learned recently and share any questions or challenges you’re currently experiencing. You’re able to add to existing threads of conversation or use the ‘New Conversation’ function to start a fresh one.

**WHY GUILD?**
- Easy to use
- Members-only group with approval process for entry
- No ads and no selling
- Clear group purpose and guidelines
- Access to join other groups on the Guild platform

### THE BENEFITS FOR BUSINESS
Your brand will be visible to the community as you contribute to threads and discussions. This is a no-selling space and is therefore a great opportunity to establish your business as thought leaders.
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.

SUPPORTING OUR MEMBERS (SOM)

SOM – is a weekly email which we send out on Wednesdays which features:

CONNECTIONS - providing profile and introductions to new individual & business team members as well as partners & Fellows.

CONTENT - sharing members news, new work and initiatives.

COMMUNITY - supporting partner events, new initiatives and job market opportunities.

THE EDIT

A global monthly update on events and initiatives across our 6 global hub featuring blogs, podcasts, videos and interviews.
MENTORING PROGRAMME

- Open and FREE to all members both as mentor & mentee
- Suggested commitment of 4 meetings per year
- Independent and confidential advice and guidance
- Young Mentor, Peer to Peer and Female to Female connections available

A selection of our current mentors above

IAN MCATEER
Chair
The Union

NATALYA RATNER
Marketing Director
Robotical

CARA CHAMBERS
Marketing Director
International Beverage

ROD GILLIES
Brand Director - The Dalmore
Whyte & Mackay
Promoting the marketing profession and introducing students to our industry.

Established in 11 universities & colleges across Scotland with a Marketing Society mentor.

Annual Student Marketing Society Gathering curated by the Student Marketing Societies.

*Edinburgh, Edinburgh Napier, Queen Margaret, Glasgow, Glasgow Caledonian, City of Glasgow College, Stirling, Dundee, Robert Gordon, Heriot-Watt and Strathclyde.
JOIN UP. JOIN IN.
BUSINESS TEAMS

GLOBAL
- ACCENTURE
- AMAZON
- AMV BBDO
- BBC
- BLOOMBERG
- BT
- COCA COLA
- DIAGEO
- EBAY
- GOOGLE
- IBM
- JOHN LEWIS & PARTNERS
- LINKEDIN
- MCDONALDS
- MICROSOFT
- MULLER
- M&S
- PAYPAL
- PIZZA HUT
- SALESFORCE
- SNAPCHAT
- TIK TOK
- TUI
- THE ECONOMIST
- UNILEVER

SCOTLAND
- 3X1
- 3T ENERGY SCOTLAND
- AEGON ASSET MANAGEMENT
- ALT
- ALWAYS BE CONTENT
- BARCLAYS SCOTLAND
- BAXTERS
- BEAM SUNTORY
- BRUICHLADDICH
- CALMAC FERRIES
- CARAT / DENTSU CREATIVE
- C & C / TENNENT'S
- DC THOMSON
- DEXCOM
- DIAGEO
- DISTELL INTERNATIONAL
- DONALDSON TIMBER
- DYNAM
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- EDRINGTON UK
- ESSENCE MEDIA COM
- FIFE COLLEGE
- FOOD STANDARDS SCOTLAND
- FRAME
- GLENMORANGIE
- GUY & CO
- HAMPTON
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- HYDROGEN
- IAN MACLEOD DISTILLERS
- ICAS
- INNIS & GUNN
- INTERNATIONAL BEVERAGES
- JOHN DOE GROUP
- LUX EVENTS
- LS PRODUCTIONS
- MACDONALD HOTELS & RESORTS
- MADEBRAVE
- MATERIAL
- MEDIA WORKS
- MUCKLE MEDIA
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS SCOTLAND
- PEOPLE'S POSTCODE LOTTERY
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND/ NATWEST
- ROYAL LONDON
- SAINSBUY'S BANK
- SCOTLAND FOOD & DRINK
- SCOTTISH GOVERNMENT
- SCOTTISH POWER
- SKILLS DEVELOPMENT SCOTLAND
- SPEY
- SQA
- ST JAMES QUARTER
- STRIPE
- STV
- SUNSHINE COMMUNICATIONS
- TESCO BANK
- THE BIG PARTNERSHIP
- THE GATE
- THE LANE AGENCY
- THE LEITH AGENCY
- THE MORTGAGE LENDER
- THE R&A
- THE ROYAL EDINBURGH MILITARY TATTOO
- THE UNION
- UNION DIRECT
- UNIVERSITY OF EDINBURGH
- UNIVERSITY OF GLASGOW
- UNIVERSITY OF STRATHCLYDE
- VEGWARE
- VOLVO
- WEBER SHANDWICK
- WEMYSS FAMILY SPIRITS
- WHYTE & MACKAY
- SNAPPED
**MEMBERSHIP COSTS**

**FIRST ROLE**
Less than 3 years’ experience
£199 + VAT
No joining fee

**FUTURE LEADER**
At least 3 years’ experience
£269+ VAT
£75 joining fee

**LEADER**
At least 5 years’ experience at managerial level
£435 + VAT
£145 joining fee

**BUSINESS TEAMS**
Bespoke packages developed for 5+ individual members to include event and training programmes
£POA

**MEMBER GET MEMBER**
Members who nominate potential new members will receive the following Amazon gift vouchers as an incentive
FIRST ROLE OR FUTURE LEADER - £25
LEADERS - £50
BUSINESS TEAMS - £100
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. ATTEND EVENTS - PHYSICAL OR VIRTUAL
2. PROVIDE SPEAKER AND TOPIC RECOMMENDATIONS
3. WRITE EVENT AND BOOK REVIEWS
4. VOLUNTEER AS A MENTOR
5. SIGN UP AS A MENTEE
6. ENTER THE STAR AWARDS
7. JUDGE THE STAR AWARDS
8. ENGAGE WITH OUR SOCIAL CHANNELS
9. GET INVOLVED WITH OUR COFFEEHOUSE ON GUILD
10. SUPPORT OUR TASKFORCES AND THINK-TANKS
2023 EVENT CALENDAR: SCO/ENG

January
- Thursday 12 January - Accelerate: Learning Lab with Beentheredonethat (V)
- Tuesday 17 January - Star Awards Showcase (V)
- Thursday 19 January - Future Leaders #1, Glasgow
- Thursday 25 January - Burns Event @ JWPS, Edinburgh
- Tuesday 31 January - PSA Judging #1 (V)

February
- Tuesday 7 February - Accelerate: Learning Lab Marketing for the Modern Data Economy (V)
- Wednesday 8 February - Connection & Conversation with Medialink, London
- Monday 13 February - Star Awards Entry Deadline #1
- Wednesday 22 February - Onestowatch, London
- Thursday 23 February - Onestowatch, London

March
- Tuesday 7 March - Accelerate: Learning Lab (V)
- Thursday 9 March - Marketing Leaders Programme (MLP) Module 1, London
- Friday 10 March - Marketing Leaders Programme (MLP) Module 1, London
- Wednesday 15 March - Fellows Mentoring Event, London
- Thursday 16 March - Star Marketing Student Apprentice Day, Glasgow
- Tuesday 21 & Wednesday 22 March - Star Awards 1st Stage Judging (V)
- Wednesday 29 March - Inspiring Minds #1, Glasgow

April
- Tuesday 4 April - Accelerate: Learning Lab (V)
- Wednesday 19 April - Leading the Conversation #1
- Thursday 20 April - Marketing Leaders Programme, London
- Friday 21 April - Marketing Leaders Programme, London
- Thursday 27 April - Digital Day+ [F], Glasgow

May
- Thursday 4 May - Star Awards 2nd Stage Judging (V)
- Wednesday 10 May - Digital Day, London
- Wednesday 17 May - Trendspotting – Strategy, Glasgow

June
- Tuesday 6 June - Accelerate: Learning Lab (V)
- Tuesday 6 June - PSA Judging #2 (V)

July
- Tuesday 4 July - Accelerate: Learning Lab (V)
- Thursday 13 July - Summer Party, London

August
- Thursday 10 August - Future Leaders #3
- Thursday 24 August - Amplify [F], Edinburgh

September
- Tuesday 5 September - Annual Lecture, London
- Wednesday 6 September - Leading the Conversation #2
- Tuesday 19 September - PSA Judging #3 [V]
- Tuesday 19 September - An Audience with... [V]

October
- Thursday 5 October - Industry Insights with National Trust for Scotland, Edinburgh
- Wednesday 11 October - Inspiring Minds #2, Edinburgh
- Tuesday 31 October - Trendspotting – Creativity, Edinburgh

November
- Thursday 2 November - Fellows Gathering [V]
- Tuesday 7 November - Accelerate: Learning Lab (V)
- Tuesday 14 November - PSA Judging #4 [V]
- Tuesday 14 November - Annual Conference, London
- Thursday 23 November - Future Leaders #4
- Tuesday 28 November - Annual Dinner, London
- Thursday 30 November, St Andrew's Day Dinner [F], Edinburgh

December
- Tuesday 5 December - Accelerate: Learning Lab (V) 10-11.30am
- Tuesday 5 December - Star Awards Launch Event [V] 2-3pm
- Tuesday 5 December - Christmas Drinks @ Johnnie Walker Princes Street 5-7pm
- Wednesday 6 December - Member Welcome Event [V]

NOTES
(V) = virtual event
Dates are subject to change
Keep an eye on our website and weekly emails
THANK YOU

GET IN TOUCH:
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NEW MEMBERSHIP
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umaima@marketingsociety.com

NEW PARTNERSHIPS
RACHAEL RODRIGUES - HEAD OF PARTNERSHIPS
rachael@marketingsociety.com