



Chairman's Report on 2015

Stephen Maher, Chief Executive MBA

Overview

2015 was an extremely busy year for The Marketing Society as the number of events we organised moved up to 101 compared with 71 in 2014. This followed the successful opening of new Society hubs in Hong Kong, Singapore in early 2014 and a further new hub in Dubai was launched in September.

Already the whole Society has benefited from the enthusiasm and creativity of our new international members as they have developed a number of new events. Our **24 Hour Global Conversation** has now become an annual fixture. In 2015 we held this event in partnership with Bloomberg, and they have published a report on how senior marketers have articulated the key challenges they face. This has then been used to develop other discussions at events such as Advertising Week in London.

Our Event Programme

Our programme of events continued to be highly varied, ranging from new member welcome evenings over a glass of champagne, through to major conferences and debates. We were once again fortunate to have a distinguished list of leaders speaking for us and I would like to thank all of them and all of the members who persuaded them to speak at our events.

Our event feedback continued to be very positive throughout the year and our average score was 4.6 out of 5.

Our **Annual Lecture** was given by Lord Puttnam, who spoke passionately about the contribution that marketers made to Society and the need therefore to approach our task with the best interests of society firmly in mind.

I personally took on the role of Conference Chair this year and the theme of our **Annual Conference** was 'Beyond'. I am particularly grateful to my very talented Conference Team for helping me to assemble such a fine list of speakers:

Alain de Botton, best-selling author and founder, The School of Life
Anne-Marie Farrell, head of behavioural economics research, Google.
Anthony Thomson, founder and chairman, Atom Bank
Dan Ariely, professor of psychology & behavioural economics, Duke University
Emily Maitlis, political editor and broadcaster
Luke Johnson, chairman, Risk Capital Partners
Martin Glenn, CEO, The FA
Sherry Coutu CBE, entrepreneur and philanthropist
Sir Dave Brailsford CBE, general manager, Team Sky
Elif Shafak, award-winning novelist
Jeremy Darroch, chief executive, Sky
Meabh Quoirin, managing director, Future Foundation
Amanda Mackenzie, executive advisor, Project Everyone
Ron Dennis, Chairman & CEO, McLaren Technology Group

The **Annual Dinner** was held at Supernova on the Embankment. **O2** were worthy winners of our **Brand of the Year** and **Ron Dennis** was honoured with our **Outstanding Leadership Award**.

Fellows Activity

The Fellows Cocktail Party was once again held on the top floor of the Gherkin in the City of London and new Fellowships were presented to:

Matthew Barwell, Chief Marketing Officer, Britvic
Sara Bennison, Managing Director Marketing Communications, Barclays
Francesca Brosan, Chairman, Omobono
Yonca Brunini, Senior Marketing Director, Google
James Frost, Chief Product & Marketing Officer UK, Worldpay
Mark Given, Director of Marketing, Planning & Propositions, Sainsbury's
Rufus Radcliffe, Group Marketing & Research Director, ITV
Andrew Strange, Group CEO, Brandwidth
Charles Vallance, Founder & Chairman, VCCP

Honorary Fellowships went to:

James Espey, Raoul Pinnell and Tom Rodwell

The Marketing Society in Scotland

The Marketing Society in Scotland ran an energetic and imaginative programme of events. The Society, once again, took part in the Edinburgh Festival, and our packed day of activities included The Ogilvy Lecture – delivered by the highly respected marketing author Adam Morgan.

The Star Awards continue to flourish in Scotland and attracted a record number of entries and over 500 attendees at the Awards Dinner in Glasgow. The Agency of the Year was Leith, the Marketing Star of the Year went to Ali Findlay of The Lane Agency and the Marketing Team of the Year was won by Tennent Caledonian Breweries.

Marketing Society Excellence Awards

The Marketing Society Excellence Awards celebrated their thirtieth anniversary and once again attracted a record number of entries. The judging panel was chaired by Gavin Patterson, Chief Executive Officer - BT Group, and he was joined by a distinguished panel of practitioners. EDF won the Grand Prix and the prize for Best Leading Edge Thinking was won by The LEGO Movie/Warner Bros. The Finance Directors' Prize was awarded to Dixons Carphone/Currys PC World.

Marketing for Good

In the past year we have also continued to develop our Marketing for Good initiative through which members of the Society have provided help and advice to charities who lack marketing expertise.

We have done this in partnership with "Pimp My Cause" who act as the facilitators of this exchange of skills. Nineteen charities have now been helped through this scheme, and a useful library of case histories is being accumulated. Fifty new members volunteered to take part in the scheme during 2015

Professional Development

The major activity of the Society in this field continues to be our International Marketing Leaders Programme in partnership with Brand Learning and sponsored by Shell. In 2016 we will be hosting the programme in Europe, Asia and America.

Another group of enthusiastic delegates - who aspire to be marketing directors - rated the European programme after module 1 as 4.8 and our second group of delegates in Asia rated the programme at 4.7.

A stellar cast of speakers will join us at the IMLP around the globe - In Europe Keith Weed, Jill McDonald, Peter Duffy, and David Wheldon; in Asia, speakers from Levi's, Unilever, Twitter, Tiffany and Yum! and in the US, speakers will include: Pepper Evans from America Express, James Thompson from Diageo, Colin Abraham from Shell and many more. We are particularly grateful to all the individuals who give up their time to take part.

Membership

Total membership for 2015 was 2608 – up 2.8% on 2014. This is broken down as follows:

England 72% - 1872
Scotland 17% - 450
Hong Kong 4% - 117
Singapore 2% - 54
Dubai 1% - 23
International 4% - 92

Corporate membership continued to be popular and now accounts for 40% of our membership up 5% from 2014. Membership engagement remained high with 43% attending an event during the year and 58% visiting our online Clubhouse.

Finance

Our Honorary Treasurer, Chris Griffin, reports elsewhere on the Society's financial health, but it is pleasing to report that the Society is in good financial health at the moment and we made a surplus of £85K.

Management

The following people have served on the Management Board of the Society during 2015:

Saj Arshad
Graeme Atha, Director, Marketing Society Scotland
Nina Bibby, Marketing & Consumer Director, Telefonica O2
Julian Boulding, President, the networkone
Kerris Bright, Chief Marketing Officer, Virgin Media
Yonca Brunini, Senior Marketing Director, Google
Hugh Burkitt, Chief Executive, The Marketing Society
Fran Cassidy, Director, Cassidy Media
Abi Comber, Head of Brands & Marketing, British Airways
Gemma Greaves, Marketing Director, The Marketing Society
Chris Griffin, Chief Executive, Museum of Brands

Dom Grounsell, Global Digital Marketing Director, Travelex
Colin Hewitt, Finance Director, The Marketing Society
Craig Inglis, Director of Marketing, John Lewis
Chris Macleod, Marketing Director, Transport for London
Stephen Maher, Chairman of The Marketing Society & Chief Executive, MBA
Peter Markey, Marketing Director, The Post Office
Fiona McAnena, Partner, Clearhound
Amanda Rendle,
Sarah Speake, Chief Marketing Officer, Clear Channel
Nigel Vaz, SVP Managing Director Europe, SapientNitro

I would like to thank my fellow directors and the staff at the Society for the support and help they have given me. I would also like to thank Martin Glenn, Chief Executive of the FA for his contribution in so many different ways to the Society in his role as President during 2015.

This year we also thank in particular Chris Griffin for his role as Honorary Treasurer of the Society over 14 years. Chris is standing down at this AGM but we would like to thank him warmly for his very careful stewardship of the Society's finances over this entire period, and for leaving the Society in a much stronger financial position than when he took on the role.

Finally, thanks also to Hugh Burkitt, Gemma Greaves, Colin Hewitt and the whole team at The Marketing Society in Teddington for their continuing enthusiasm, dedication and good humour.