



CHAIRMAN'S REPORT

STEPHEN MAHER, CHIEF EXECUTIVE MBA

Overview

This report covers a slightly longer period than in previous years, as we have been conducting an extensive governance review process since the beginning of 2017, and we are now ready to present our recommendations to the members of the Society at our 2017 AGM.

The Society has been through an important transition, as Hugh Burkitt stood down after 13 years as Chief Executive at the end of 2016, and Gemma Greaves has taken on the role and has already been applying her customary energy and innovation to the task particularly through leading a very brave agenda via our programme of events and content.

I would like to take this opportunity to thank Hugh for his enormous contribution as Chief Executive. The Society is a very different and much more dynamic and financially successful global organisation today than it was when he began, and I am confident that Gemma Greaves who has worked with Hugh for over a decade will continue to build on what they achieved during this highly fruitful period

We are also very fortunate that Hugh will continue to offer his help to the Society in a part time role as Global Ambassador in which he will have the particular objective of helping to develop our Excellence Awards globally.

Also at the end of 2016, Martin Glenn, Chief Executive of the Football Association, stood down as President after three years and has handed the role on to Syl Saller, Global CMO of Diageo.

During his presidency, Martin has been a great source of wisdom and support for the whole team, and we are particularly grateful for his work in encouraging more marketers to take on the role of chief executive. He has had support in doing this from an impressive list of chief executives who agree with him – including Andy Coslett, Sir Ian Cheshire, Jill McDonald, Jayne - Anne Ghadia and Paul Geddes - and their conclusions on what marketers need to do to make the transition can be found in our online clubhouse.

We are delighted that Syl Saller has agreed to become our President, and she and Gemma are committed to a very exciting and innovative "Brave" agenda which has already resulted in some outstanding events exploring new topics for the Society such as mental health and failure.

Our overall vision remains to become the leading global network for senior marketers, and our purpose is to inspire our members to be bolder marketing leaders, and I am delighted to report that our global membership continues to grow. In the period of this report, we formally opened our hub in Dubai, and we have now appointed regional boards in New Delhi and New York.

We are delighted that we are now able to share exciting new ideas across such a geographically diverse global group. Each of our hubs deliver an event each month, and our members now benefit from the enthusiasm and creativity of our members globally as this content is shared via our online Clubhouse.

Our Events Programme

The past 18 months has continued to be an extremely busy time for The Marketing Society. Our programme of events continued to be highly varied, ranging from masterclasses, and fellows dinners, 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 for their excellent contributions.

For the first time, our **Annual Conference** was a global event and we were joined live by members in Dubai, Hong Kong and Singapore. The conference was chaired by Nigel Vaz, Global Chief Strategy Office SVP MD EMEA, SapientNitro who along with the conference team assembled a fine list of speakers:

Dr Ed Lu, Physicist, Former NASA Astronaut
Nicola Mendelsohn, Vice President EMEA, Facebook
Mark Wilson, Group Chief Executive Officer, Aviva
Silvia Lagnado, Executive Vice President, Global Chief Marketing Officer, McDonalds
David Wheldon, Chief Marketing Officer, RBS
Paddy Barwise Emeritus Professor Marketing
Thomas Barta Marketing Leadership Expert
Joe Wicks, The Body Coach - Lean in 15', including demo
Graham Fink, Chief Creative Officer, Ogilvy and Mather, China
Roberto Guidetti, Group Chief Executive Officer, Vitasoy, Hong Kong
Parag Khanna, CNN Global Contributor CNN and author
Nicola Chilman, Joint Founder, Doodlemaths
Mark England, Director of Sports Services, Team GB

The **Annual Dinner** was held at Supernova on the Embankment. **Channel 4** was named our **Brand of the Year** following a live vote, and **Paul Polman** CEO of Unilever was honoured with our **Outstanding Leadership Award**.

New Fellows

Every year the Society honours marketers who have demonstrated marketing excellence in their professional activities, and who have also helped the Society pursue its purpose. New Fellowships were presented to:

2016

John Allert, Chief Marketing Officer, McLaren Technology Group
Wayne Arnold, Global CEO and Chairman of The Marketing Society Southeast Asia, MullenLowe Profero
Crawford Hollingworth, Founder, The Behavioural Architects
Nicola Mendelsohn, Vice President EMEA, Facebook, Co-President, Norwood
Robert Moberly, Chairman and Owner, Lewis Moberly
Alison Orsi, Vice President Campaign Management, IBM
Ian Pearman, President, TBWA/Worldwide
Ruth Rowan, Group Executive – Marketing, Dimension Data
Anthony Thomson, Goldman Visiting Professor of Innovation and Enterprise, Newcastle University & Founder/Chairman at Atom Bank

Honorary Fellowships went to:

Roisin Donnelly, Portfolio Non-Executive Director, Former Brand Director, Procter & Gamble
David Pearson, Immediate Past Master, The Worshipful Company of Marketors
Dave Trott, Creative Director, BMP, Consultant at Pratt Institute

2017

Lord Matthew J. Scheckner, CEO/Executive Director, Advertising Week/Stillwell Partners

Karen Blackett OBE, CEO, MediaCom
Sir Nigel Bogle, Group Chairman, Bartle Bogle Hegarty
Mark Evans, Marketing Director, Direct Line Group
Anna Hill, CMO, Direct Line Group
Michael Inpong, Global CMO, Muller Group
Christopher Parker, Managing Director, London & Scottish international
Nishma Robb, Head of Customer Marketing, Google
Patrick Venning, Marketing Director, Pernod Ricard UK Ltd
Tricia Weener, Global Head of Marketing, HSBC Hong Kong

Honorary Fellowships went to:

Judie Lannon, Editor, WARC
Dame Cilla Snowball, Group Chairman and CEO, AMVBBDO
Chris Barez-Brown, Founder, Upping Your Elvis

The Marketing Society Globally

In 2016, the third global hub of The Marketing Society was launched in Dubai, following launches in Hong Kong (2014) and Singapore (2015). Chaired by Asad Rehman, Media Director North Africa and Middle East for Unilever, the launch party attracted over 150 of the region's most senior marketers. The Society ended the year with 60 Founding Members, which was ahead of target, and we had run 7 events by the end of the 2016.

The Marketing Society Hong Kong and Singapore finished the year on 186 members combined, with 18 events run throughout the year including exclusive dinners with Roberto Guidetti, CEO, Vitasoy; Celebrity Chef David Myers and the CCO of Prudential Insurance.

The Marketing Society Flagship Annual Conference was also live streamed to all three regions as mentioned above, marking the first year our global members could engage with our Conference in London.

Following successful courses in London and Singapore, the Society launched its International Marketing Leaders Programme in New York with 16 delegates on the course in the first year from brands such as PepsiCo, Samsung, Shell and Metlife.

Excellence Awards

The Marketing Society Excellence Awards continued to flourish and many distinguished marketers continued to help us with the judging process. Ronan Dunne CEO of O2 chaired the panel in 2016 and Paul Geddes, CEO of Direct Line chaired the panel in 2017.

In 2016, the Grand Prix was won by Sensodyne for its impressive account of how GSK turned it into a billion-dollar brand globally.

In 2017 the Grand Prix was won by "Join the Herd" a not for profit campaign which successfully lobbied for a UN resolution to be passed to ban the international trade in ivory.

Professional Development

The major activity of the Society in this field continues to be our International Marketing Leaders Programme delivered together with Brand Learning and sponsored by Shell. In 2016 we hosted the inaugural New York Programme in which 15 delegates attended from companies such as IBM, Shell, PepsiCo, MetLife, Pfizer. In Europe we saw the fourteenth programme and in Asia the second.

Another group of enthusiastic delegates - who aspire to be marketing directors - rated the overall programme 4.8 out of 5 globally.

A stellar cast of speakers will join us at the IMLP around the globe - In Europe Keith Weed, Jill McDonald, Dame Cilla Snowball, Craig Inglis, Peter Duffy, Nina Bibby and David Wheldon; in Asia, speakers from IHG, Banyan Tree, Unilever, Twitter, Tiffany&Co and Yum!; and in the US, 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.

Onestowatch has now become a permanent fixture in our professional development calendar. Offered exclusively to our corporate members, this allows two aspiring marketing talents from each company to join a cohort and attend a series of workshops designed to develop marketing leadership within middle management.

Contributors have included: Ruth Saunders on making successful board presentations, Mark Earls and Jon Wilshire on Innovation, Chris Baréz-Brown leading a Creative Leadership workshop with Abi Comber of British Airways, Rachel Eyre of Sainsbury's, Dom Grounsell of Travelex and Andrew Warner of Monster.

Membership

Total Membership at the end of 2016 was 2471. The regional split is as follows:

England – 1631 – 66%

Scotland – 470 – 19%

Hong Kong – 119 – 5%

Singapore – 67 – 3%

Dubai – 60 – 2%

International – 124 – 5%

We are very pleased that corporate membership continued to grow and now accounts for 43% of our membership compared to 40% in 2015. Also, importantly, membership engagement remained high with 47% of our corporates and 44% of individual members attending an event. During the year 58% of members visited our online Clubhouse.

The average age of a corporate member is 43, compared to 48 in 2015. 46% of our total membership are women (42% in 2015) and 53% of corporate members.

Finance

Our Honorary Treasurer, Jerry Wright 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 in 2016 of £85K.

Management

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

Saj Arshad, International Chief Marketing & Digital Officer, Transformer Consulting

Graeme Atha, Director, Marketing Society Scotland

Nina Bibby, Marketing & Consumer Director, Telefonica O2

Julian Boulding, President, the networkone

Hugh Burkitt, Former Chief Executive now Global Ambassador, The Marketing Society

Fran Cassidy, Director, Cassidy Media

Abi Comber, Head of Customer, British Airways

Gemma Greaves, Former Global Managing Director now Chief Executive, The Marketing Society

Colin Hewitt, Finance Director, The Marketing Society

Craig Inglis, Customer Director, John Lewis

Chris Macleod, Marketing Director, Transport for London

Stephen Maher, Chairman of The Marketing Society & Chief Executive, MBA

Peter Markey, Marketing Director at TSB Bank

Fiona McAnena, Partner, Clearhound

Amanda Rendle, Non-Executive Director, Tesco Bank and Director, Jaren Consulting
Jerry Wright, Executive Director, Wates Family Charities & Vice-Chairman,
Sarah Speake, Chief Marketing Officer, Clear Channel
Nigel Vaz, SVP Managing Director Europe, SapientRazorfish
Charlie Dawson, Partner, The Foundation
Sarah Warby, Former Marketing Director at Sainsbury's
Stephanie Brimacombe, Group Chief Marketing Officer, VCCP
Dominic Grounsell, Former Global Digital Marketing Director, Travelex

I would like to thank my fellow Directors for the considerable support and help they have given me during my period as Chairman.

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