

FRIENDS OF THE SCOTSMAN /

Adopt a bolder approach to marketing yourself this new year

As we head into a new year with all the changes and uncertainties that 2016 brought never has it been more important for marketers to be bold and lead by example.

Apart from all the changing political, economic and cultural dynamics across the world, there have been significant advances in marketing science, from access to big data, the development of programmatic advertising to the open democracy of social media.

Trust in business, brands and institutions is also at an all-time low, with organisations being challenged to have a social purpose at the centre of their activities and not simply as a PR exercise.

The Marketing Society has a vision of building a world-leading marketing community in Scotland by being bolder marketing leaders.

A sense of community is central to this vision, with marketers across all sectors and at all levels recognising the importance of working together and learning from each other.

It's about Scottish-based clients working with Scottish based agencies – the public sector learning from the private sector, academics engaging with industry, graduates connecting with employers.

In 2016 we launched our Manifesto for Marketing Leadership, which detailed the key priorities for successful marketing leaders.



Marketers who lead by example are best placed to negotiate an ever-changing business world, advises Graeme Atha

1) To create a shared vision on how to build a successful and sustainable future for their organisation;

2) To engage and inspire their organisations to be customer led;

3) To deliver clear, effective and measurable plans.

We have built our event programme around these requirements, from our Star Awards which recognise and reward the brightest talent and the most inspiring work, to Digital Day, with a focus on what is coming next and how we need to prepare and plan.

With our Inspiring Minds programme we look at five key areas of best practice: Inspiring Briefs, Inspiring Planning, Inspiring Creativity, Inspiring Results and Inspiring Presentations

The Industry Insights events provide our members with the opportunities to gain insights into different sectors, organisations and disciplines.

We believe that leadership skills are required at all levels in marketing, not just in the senior roles.

Talent Exchange is an initiative whereby leading member organisations

offer to provide valuable experience to members from other member organisations.

Future Leaders is a new programme designed to develop the leadership skills of rising talent in our industry.

One important area where we hope to make a real difference is in promoting gender equality in the marketing sector.

The Mind The Gap research we conducted in 2016 demonstrated that whilst there remains many areas of inequality there is also a definite enthusiasm to tackle them.

Our Inspiring Women initiative has a wide range of plans to address these issues, from publishing successful case studies on gender equality to providing strong female mentors and inspiring women speakers, as well as ensuring a gender balance across all of our events and activities.

The Star Awards remain our most important platform to demonstrate bolder marketing leadership.

We have five Star categories where we recognise and reward great work and outstanding marketing talent.

Development Stars, Strategic Stars,



Communications Stars, Sector Stars and Champion Stars.

The Development Stars range from Star School and Star Marketing and Creative Student Awards to Rising Creative, Agency and Marketing Stars.

Strategic Stars range from Brand Development and Marketing Planning to International Marketing and Marketing in Society

The Communication category cov-

ers all disciplines and media channels, from Advertising to Design and PR to Brand Experience.

The Sector Awards range from Financial and Professional Services to Food and Drink, Retail, Tech and Public Sector, Tourism, Leisure and Sport

The Champions Awards include Star Agency and Star Marketing Team of the Year as well as Agency and Marketing Star of the Year.

In 2016, Carole Graham of Graham's The Family Dairy was awarded Marketing Star of the Year for the outstanding work their business and brands have done in a highly competitive market.

The Scottish Government won Star Marketing Team of the Year in recognition of the bold and important work they do with many of their social and health campaigns.

The entry deadline for the Star

Awards is 17 February and not only do you have to be in it to win it, you need to demonstrate bolder marketing leadership.

Going forward it is the only way to survive and thrive.

Full details on The Marketing Society Star Awards can be found on starawards.marketingsociety.com. Graeme Atha is a Director of The Marketing Society @graemeatha, @marketingssocsc



Let's give our school pupils a global perspective on learning

Sympathy is often our first reaction to the incessant news cycles and social media feeds of women, men and children fleeing from war, drought or flood and making difficult journeys through treacherous conditions. In the current global political climate, it is all too easy to want to turn away from the world and focus only on ourselves.

However, we have a long tradition in Scotland of engaging as global citizens and of welcoming anyone seeking a safe place to call home, and we are proud of our long-standing links with countries and communities around the world.

David Livingstone, one of our most famous global citizens, recognised that sympathy is not enough, and

when action is needed, we must take it.

At the heart of the school curriculum, Curriculum for Excellence, is a commitment to improve student participation to develop the four capacities: successful learners, confident individuals, responsible citizens and effective contributors.

Global citizenship education, through a variety of participatory learning and teaching methodologies such as role play or structured discussion and debate (which are established methods and not unique to global citizenship) can promote pupil participation in school life and develop the four capacities.

Curriculum for Excellence provides many opportunities to embed global issues within everyday learning and

teaching, rather than regarding them as a separate topic. The entitlement for all pupils to Learning for Sustainability, which incorporates global citizenship as well as outdoor learning and education for sustainable development, offers teachers an umbrella under which to bring together other strands of the curriculum while developing the knowledge and skills to take meaningful action on global issues.

Global citizenship, with its particular focus on social justice issues, connects schools with the real world, encouraging debate around inequality, poverty, climate justice, food security and the refugee crisis, and exploring global responses to these issues such as the Paris climate agreement and the UN Sustainable Development

Goals. Exploring these global issues in school can produce big questions, however, it is important to note that the aim of global citizenship education is not to provide answers, nor are teachers required to know the answers. Global citizenship gives teachers and pupils the skills to critically engage and explore these issues, developing their own opinions and values as they learn.

The current focus in Scottish education on closing the attainment gap is already putting teachers under increasing pressure to focus on literacy and numeracy, drilling pupils to reach assessment criteria.

While no-one would argue with improving the attainment of all pupils, the focus of global citizenship on social justice aligns both agendas

while ensuring that children reach their full potential. It is important to recognise the contribution that global citizenship can make to equity in education. By integrating different types of learning - for example peer learning, collaborative or group working and critical thinking skills - children from disadvantaged backgrounds often thrive and develop a sense of ownership of their education.

Luckily in Scotland, teachers are well supported to develop the knowledge and skills to deliver global citizenship. Christian Aid is a member of IDEAS, a network which brings together organisations who work at a national and regional level on global citizenship education to provide teachers with support, training and

resources, while also enabling action and advocating for positive change.

Within the network, which ranges from large international NGOs to small local charities, there are six Development Education Centres who provide free professional development for teachers and have a wealth of resources and contacts to help schools fully embed global citizenship within their delivery of the curriculum.

Teachers who have taken part in professional development courses have seen how transformative these approaches to teaching and learning can be for their pupils, and how motivated and engaged their pupils have become, not just in their own learning but with the world outside the school gates.

↑ The Marketing Society Star Awards at the Corn Exchange in Edinburgh last June – put yourself in the picture this year

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