



BACKGROUND

The Marketing Society has existed since 1959; an amazing organisation with a superb heritage. Like many great heritage brands however, we know that any complacency is dangerous.

As a team we believe there is an urgency to increase our relevance and we have a clear ambition to grow, increasing our size, scale and impact. Like many other organisations commercial sustainability is top-of-mind for us as we deal with the economic repercussions of Covid. We are also working to evolve the clarity of our proposition for Members.

Our vision is to be the leading global network for progressive marketing leaders; those who want to make an impact and make a difference.

Great marketers lead organisations by starting with what matters to customers, an approach which creates sustainable growth and innovation, builds reputations and energises businesses. This requires bravery and brilliance. The Marketing Society exists to empower brave leaders in the marketing world and to inspire and accelerate excellence in marketing.

We believe that the best marketers make an impact and make a difference – to business growth, to society and to the world. By shaping and leading positive businesses, they play a role in ensuring tomorrow is better than today.

We are united by believing that marketing has a positive role to play in the world. Through our global Society, we empower brave marketing leaders; accelerating brilliance in marketing.

We do that through our dynamic global community who work together to help each other to **do well** (in our lives and careers), and help each other **do good** (in our businesses and the world).

Those who are part of The Marketing Society accelerate their careers, business success *and* societal impact. We help them go further; we help success happen faster.

Members of the Marketing Society benefit from:

Inspiration & Ideas. with our world-class events, speakers and content For over 60 years we've been bringing marketing leaders together to celebrate excellence in marketing leadership and to share stories of success. Our global programme of world-class events, content and programmes are designed to help you think differently, to inspire you to do more and to enjoy being part of. We help show what's possible and make it easier to do.

Conversations & Connections. We are a smart community of bright minds and brilliant people. We are a global community of progressive marketing leaders and we share stories, perspectives and experiences to learn together, grow together and help each other to be braver and better. A network of bright minds and brilliant people allows for stimulating conversations that support you in your thinking and give you shortcuts to ideas and support from different industries

Aspiration & Acceleration We open doors and open minds; encouraging you to aim higher and empowering you to go further. The Marketing Society helps give incredible access to exceptional thought-leaders and business leaders who can help you & your teams in your work and your lives. Our development programmes are specifically designed to accelerate your leadership, influence and effectiveness. You can move faster and go further with us.

Commercial Background

The Marketing Society is an amazing organisation with a superb heritage. We cannot be complacent, however. There is an urgent need for us to remain relevant, and we have an ambition to grow, increasing our size, scale and impact.

We are a not-for-profit business which still needs to be commercially sustainable. Our business model is based on a mix of revenue from membership, events, programmes and partnerships. Membership is a global senior network (with c.70% client-side marketers) of 2,500 including members from New York, Hong Kong, Singapore, India, the UAE, England and Scotland. Our learning programmes are focused on professional development and growing leadership. Many of our events are free to members but revenue has also come from our flagship conference, dinner and paid events. Partnerships are made with aligned organisations who can amplify and accelerate the Society's impact