What is the Marketing Society?

Contributed by MRW
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The Marketing Society is the most influential network of senior marketers dedicated to championing marketing in the UK. They are a hub for marketers by marketers. They are the place where you can connect with your peers through inspirational thinking, thought-leading events, our interactive website and new blog and workshops.

Todayâ€™s business world requires a new style of marketer: a customer champion, business innovator and growth driver. They want to help members become better marketers and tap into the genuine opportunity to drive the direction and performance of business as never before.

The Marketing Society is a membership organisation renowned for its influential and highly respected calendar of events. Inspiring speakers from a recent Retail Forum include Mark Price, managing director of Waitrose; Marc Bolland, chief executive of WM Morrisons; and Richard Brasher, commercial & trading director of Tesco. This year's Annual Conference will be featuring Jo Kenrick, marketing & customer proposition director of B&Q; Sir Tom Hunter who established The Hunter Foundation; and Sir Keith Mills, international president & CEO of London 2012.

Other member benefits include inspirational thinking through two member publications â€“ Market Leader, a quarterly journal and Think, a bite-sized monthly email. Then thereâ€™s the rich resource of their website, which includes archives of publications, white papers from events and awards and a video library of expert speakers. Not to mention a new blog, which is already buzzing with comments and the perfect arena for you to get involved and connect with your fellow marketers online.

Since their launch in 1959, they have grown in membership to represent over 2,700 senior marketers in the UK.Â Their website can be found here: http://www.marketing-society.org.uk/