



WORSHIPFUL  
COMPANY *of*  
MARKETORS

# MARKETOR

ISSUE 84  
SPRING 2020

Master's programme for 2020 goes digital

Fellowship more important than ever

Livery spirit comes to the fore



## Installation Banquet 2020


# MARKETOR

SPRING 2020 ISSUE 84

The Livery Company Magazine  
for Marketing Professionals

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Front page: The new Master and Wardens team for 2020

## Editorial

James Kelliher  
Liveryman



**A very warm welcome to the Spring issue of Marketor. It's been an honour and pleasure to guest edit the magazine.**

I must admit, when I was asked to undertake this task, I did not envisage it would be under such unprecedented circumstances. As a business owner myself, these are of course worrying times, however the process of editing Marketor has reminded me of the importance of fellowship, charity, supporting

one another and the power of marketing to deliver economic and social good - now more so than ever.

Whilst we cannot physically gather at the current time, members of the Company are now finding new ways (aided by technology) to connect, maintain our community and support one another.

Contained within this issue are many reminders of the fellowship, charity, support and good made possible by members of the Company, which now feel more valuable than ever given the current and very necessary restrictions we are all experiencing.

Therefore my hope, as you read this issue of Marketor, is that while 2020 is bringing many unwelcome challenges, we can be grateful and celebrate the joyful times and be mindful that there will be many more happy memories made together in the future.

As a member of the Company said to me recently: "Stay safe, stay well and stay in touch."

## 151 Regiment RLC Update

Our affiliate, 151 Regiment Royal Logistic Corps, is involved in various tasks across the London area as part of The COVID Response Force.

Unfortunately, they are not permitted to be more specific in their communications. We do know that their Commanding Officer, Lt Col Debs Taylor RLC, a reservist, is now working full time.

We will update the Marketors when more information is released, but we have passed on our gratitude for the essential work they are doing.



151 Regiment Royal Logistics Corps: part of The COVID Response Force



# The Master's Column

Lesley Wilson  
Master

Since Installation, the course of world events has taken an unprecedented turn, and I write this to you as *another* lockdown period has just been announced by the UK government. At the time of Installation (January 30 2020) we all saw the early stages in China, but not many foresaw the worldwide pandemic at that time. In early March most people were cautious but still going about their daily business. By mid-March I started the process of postponing or cancelling the Master's events' programme, as the future started to become obvious.

Fortunately, as a Livery Company we were ahead of the curve in doing this and we have not incurred any cancellation costs or become embroiled in venue disputes, allowing us to concentrate on building alternative plans using all the technology available to us, and turning our attention to supporting members through this period.

Before the world was 'closed' we did manage to do a few lovely things and I shall just mention a few highlights here. You can read much more in the magazine.



We ran a highly successful prospective new members' evening, with great candidates, many of whom are about to join. I was fortunate to meet many other Livery Masters and City Civic leaders at various City events, which included an unexpected

In fact, my last Livery 'outing' was with Philippa at the Old Bailey, where we 'witnessed' the finals and our own Honorary Liveryman Alderman and Sheriff Michael Mainelli awarded the prizes. A group of Marketors had also been with Michael earlier in February,

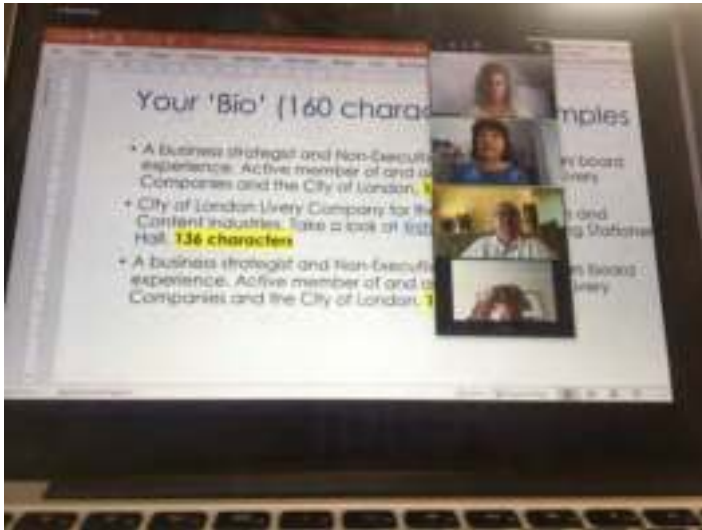


meeting with 1980s pop idol, Kim Wilde, who is now a garden designer and responsible for the vertical garden in Guildhall Yard, part of the launch of (what would have been) the Lord Mayor's Big Curry Lunch, in support of armed forces veterans.

I'm also excited to report that Liveryman Alex Conabear won the Liveryman Race in February's inter-Livery Pancake Races. We fielded a great team and had a lot of fun on a cold but thankfully sunny(ish) day. And although Hammersmith Academy did not make it through to the finals of the Sheriff's Challenge this year, they did a brilliant job in the heats and with the support of our Liverymen Philippa Seal and Gina McAdam.

again at the Old Bailey where he conducted a fabulous private tour for us, after which we had supper and drinks across the road.

On the governance side, I ran a Committee Chair briefing on February 5 2020 where we had a great discussion on the direction of the Company and the important supporting role of committees. For any member who wishes to understand more about our strategy, you can view my slide deck in the members' login area of our website under the 'Common Hall' tab as it was also presented at Common Hall on January 20 2020, before Installation ([click here](#)). The slide deck expands on the outline I gave in my speech at Installation.



Several committees held meetings before lockdown but are continuing their annual schedule via Zoom, and working through objectives and direction with the same strategic aims in mind. The first Court meeting of the year was regrettably cancelled and papers were approved via email instead, so essential Company business continues uninterrupted.

Master & Wardens meetings are now being held every two weeks as we constantly review and adapt to the ever-changing circumstances. Our primary considerations are the safe stewardship of the Company through these extraordinary times and support and continued engagement for our members by whatever means we can now adopt. Digital transformation has become a matter of necessity for many organisations, including our own.

I am also pleased to report that despite the conditions we are making excellent progress on our strategic goals. This includes extremely positive discussions with new Corporate Supporters (yes, in the middle of COVID-19), which is great news. We have created a Young Marketors proposition for early careerist marketors (under 28 years) and we are about to test it on the market. We are also experimenting with Webinar-based

recruitment events for professionals seeking to join.

Despite very difficult conditions, and indeed maybe because of very difficult conditions, the marketing profession is looking to us for the community of support and fellowship that only a Livery Company can

provide, and we are innovating to reach current and potential members, to communicate and to engage.

A significant amount of my time is now invested in new and different communications and event initiatives. My LinkedIn post about Installation received 16,473 views and two industry publications have picked up our press release, thanks to our PR partners, Whiteoaks. We continue to receive monthly increases in visitors to our website and many members are contributing news articles and opinion pieces. Liveryman Omaid Haiwazi is leading on Marketor member 'thought leadership' ideas, so please let him know of topics you have for that.

I am proud of our new Company positioning - "the power of marketing to deliver economic and social good" and I would love to see your thoughts on how this principle is

being delivered by business brands. There's a lot of marketing industry and academic debate about the 'response-performance' of brands through this crisis, so I'm sure we'll have some Marketor opinions to share.

We are making daily changes to content on our website - [www.marketors.org](http://www.marketors.org) - and you will see the website increase in importance as your 'go to' place for Company information. Our partners, Iconic, are supporting us hugely with updates and changes. We've upped the frequency of Clerk's Notices, and will soon have a new and established rhythm, which we hope to be weekly. Committees and members are encouraged to supply news items to the Clerk as soon as you have something worthy of publishing.

We also managed to push the 2020 Members' Directory out of the door, despite last minute changes to its content. Thank you, the Clerk's office, Immediate Past Master Andrew Cross and suppliers Ruddocks for achieving this in very difficult operating conditions whilst simultaneously moving to work temporarily from home and moving to remote working.





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Hopefully you cannot fail to have noticed we have an excellent member-led series of webinar talks over the next two months. The first webinar in April was led by Peter Rees and sets the bar for those to come. It is fabulous to see our own expertise being shared within the Company and if you have a presentation to give please let Chair of Events, Carole Seawert, have your ideas.

It has been enormously rewarding to see and talk with many members remotely using audiovisual conferencing. Membership, Fellowship and the Younger Marketors' Group (under Laura Giffard) in particular, are leading the charge on 'virtual drinks' and social engagement through this medium. I have spoken to many individual Marketors personally over the last few weeks, and continue to receive lovely messages, more ideas for engagement and offers of support. I have no doubt that Livery spirit is thriving.

Nonetheless, I do not under-play the very real stress and loneliness experienced in isolation and utter havoc wreaked by this pandemic on daily lives. Many of us have worries about elderly parents, jobs, livelihoods, our children's schooling, mental health and physical wellbeing – all contributing to the endurance test of coming through the social and economic disruption and making it to the other side.

I thank everyone who put their hand up to join the existing Almoner team and therefore provide friendship to anyone in need of comfort, a friendly ear, or indeed very real and very practical help for those that need it. The Almoner team works confidentially with members who need help, and in a time like this we are grateful for this selfless resource.

Other Livery Masters have asked me about our Almoner model and are keen to set up their own, where none currently exists. In speaking with many members over the last

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few weeks, I have gained a wide view of the various and devastating impacts so far of COVID-19 within our Livery. Please do call on our Almoner services as your first port of call for support.

And a final piece of Company news from the frontline, you might be interested to know that our Affiliate, 151 Regiment (Reservists) under the leadership of Commanding Officer

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agenda, in a way that could not have been foreseen.

In everything I have attempted to do in working with the Master and Wardens' team, to steer the Company, and to support members, I have been met with the unerring spirit of Livery, the desire to care for others as well as self, and the sheer generosity of spirit and time for the Marketors.



Debs Taylor, are supporting the NHS supply chain in London and the South East. We wish them safe passage in this important task.

Please do keep an eye on Clerk's Notices and our website ([click here](#)), particularly the Newsfeed ([click here](#)) and our Events Pages ([click here](#)) for what's being said, and what's going on!

I reflected recently on my final words in my speech at Installation - "It is an honour and a privilege to be elected Master and I guarantee you; I bring every ounce of who I am in service of you, our Company." How prophetic these words have turned out to be. I am serving the Company on a different

I give a special mention to our Clerk, John Hammond and Assistant Clerk Doreen Blythe. Without our daily banter as we work closely together, my own period in isolation would be a lot harder. I thank every member, every employee, every partner and supporter for unswerving loyalty to the aims of the Company, your personal support to me and to the Company, your time, your effort, the sheer hard work that has gone on behind the scenes to ensure that the 'show' does go on. Too many people to list here. It is an honour and a privilege to work with you all.

The Master addresses those attending the Court meeting



# Installation Banquet 2020

James Kelliher  
Liveryman

**The historic and magnificent Fishmongers' Hall was the setting on January 30 2020 when Lesley Wilson was installed as the Worshipful Company of Marketors' new Master for 2020.**

Over 200 Marketors and guests enjoyed a Scottish-themed and colour-coordinated evening with purple heather on the tables, a 'touch of haggis' on their plates, fine wines, a Loving Cup ceremony and a Stirrup Cup after-party. Marketors and guests were in high spirits and the atmosphere was jubilant with the customary camaraderie and fellowship on display at this annual event. And to top it all there was not one but two surprise pipers!

The day began with a Ceremonial Court where the new Master and Wardens' team was installed along with seven new Freemen and five new Liverymen. Sheriff and Alderman Michael Mainelli (an Honorary Liveryman of the Company) then made a guest appearance as the new Master and Wardens processed out. Not many people know that Michael learned to play the bagpipes as a youngster and the new Master had



Alderman and Sheriff Michael Mainelli



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asked him especially to strike up a piper pose to close the Court, to the astonishment of Court members and banqueting guests who had arrived early for the reception.

Michael was only able to stay a short while before heading to another event with the Lord Mayor. So, cue, a second piper from the London Scottish Regiment, who piped the Master into the Great Hall, to the delight of all waiting and ready for the banquet to begin.

The new Master is a proud Scot and accomplished marketer having worked in global and UK-based leadership roles in the Telco and IT sectors, including various roles at BT where she led the multi-national marcomms team, ran a project to bring the Ignite subsidiary brand back to BT and led the formation of the organisation's internal Marketing Academy.

In her first speech as Master, Lesley started by thanking Immediate Past Master Andrew Cross and his wife, Carol, for upholding and extending the name and fame of the Company in 2019 – and commented that Andrew had carried the title, Master Marketor with the utmost pride throughout the year.

At the beginning of 2020, the Master drew parallels with the original "roaring 20s", a period of rapid change, economic prosperity and a distinctive cultural edge. She said, "One hundred years on, I believe that marketing has more power than ever to be at the heart of improving more lives than ever.

"Marketers have a huge opportunity to demonstrate strategic leadership in this new era. Our founding fathers in 1975 were on to this with our motto 'Mercatura adiuvat omnes' - 'marketing benefits everyone' - and I think it fitting we revisit and reclaim this principle in an updated context.

"Which is why my theme and our new Company position is 'we believe in the power of marketing to deliver economic and social good'. It speaks to the enduring quality of Livery - a guiding principle that voices our advocacy for a principled profession."

The new Master then outlined the Company's goals for the coming



*Lesley Wilson, Master Marketor*



*New Liverymen about to be clothed*



*Newly admitted Freeman*



*John Rogers, Chief Financial Officer, WPP*

year: externally, to be out, loud and proud about who we are and what we stand for; and strategically, to expand and grow the Company - including attracting more senior marketing professional members ("our heartland"), launching a new corporate membership package; and attracting younger marketers with a value-for-money entry point for those early on in their careers.

The Master also outlined the Marketors' vision "to build a Company with a larger, diverse, vibrant community of members, a Company that is growing and evolving, representative of our industry and operating with a clear sense of purpose that's rooted in our Livery heritage."

The speech concluded on a personal note, with the Master saying, "It has been quite a journey to becoming Master, with many twists and turns on the way," and thanking everyone who had supported, encouraged, challenged and mentored her on the journey. She finished by saying, "It is an honour and a privilege to be elected Master."

Earlier in the evening the Master was joined by the Chairman of the Martyn Davis Charitable Trust, John Hooper CBE, to announce that Liveryman Phil Andrew was the winner of the 2020 Martyn Davis Charitable Trust Bursary to attend the Harvard Business School Advanced Management Programme – and presented the award to Phil.

In making the award the Master spoke of how Court Assistant Emeritus, Professor Martyn Davis, who passed away recently, will be greatly missed. Professor Davis endowed the Harvard Business School Bursary for the Company, and the new Master was the inaugural winner in 2015. She said, "His experience at Harvard in 1961 set his vision to offer this once-in-a-lifetime opportunity to help marketers progress - such was his belief in marketing; his love of the Livery; and the generosity of his spirit to give fellow Marketor Liverymen the opportunity to grow at a world-renowned business school."

As a direct result of attending the HBS programme in 2015, the Master invited a classmate she met at the time to be the evening's guest speaker. John Rogers, Chief Financial Officer of WPP, the world's biggest marketing services firm, spoke passionately to Marketors and guests about the role and future of marketing. John, drawing on his experience in the retail sector as ex-CEO of Argos, said he "learnt to place great value on marketing and the professionals who practise it," and that "marketing as a skill or process, particularly in a digital retail business, needs to be intrinsically embedded in the heart of the operations as part of an end-to-end process."

John also spoke of the need for integrated multi-channel marketing





market demands and integrate processes; how digital media is now leading the industry; the growth and opportunities around “in-housing”; and WPP’s mission (to use the power of creativity to build better futures for its people, clients and communities).

The speech concluded with John echoing the Master’s theme and the Company’s new position of sustainability and marketing as a force for good. He said, “The work you all do as marketers touches billions of people around the world. It can change the way they think, feel and behave. That’s a huge responsibility, and at the same time it’s a huge opportunity to create positive impact on a global scale.”

campaigns to maximise return on investment; the opportunities for

companies who can successfully navigate increasingly complex



*The historic and magnificent Fishmongers' Hall*

Fishmongers' Hall, the setting for the Installation Banquet, was originally built in 1310 and then a new hall, on the present site, was bequeathed to the Company in 1434. However, together with 43 other Livery halls, it was destroyed in the Great Fire of London in 1666. A replacement hall designed by the architect Edward Jerman opened in 1671. This hall was demolished to facilitate the construction of the new London Bridge in 1827.

The Fishmongers' current hall was opened in 1834 and, after severe bomb damage during the Blitz, was restored by Austen Hall (of Whinney, Son & Austen Hall) and reopened in 1951. Today Fishmongers' Hall contains many treasures including the 1955 portrait of Queen Elizabeth II by Pietro Annigoni, an impressive collection of 17th- and 18th-century silver, a priceless embroidered 15th-century funeral pall, two portraits by George Romney and river scenes painted by Samuel Scott.



# Master's Addendum - written in April 2020

**Since Installation, the world of course, has been turned upside down by COVID-19 and that night in Fishmongers' seems like a lifetime ago for me, and for everyone who attended - and indeed for every single human being on the planet. Like many Livery Halls, Fishmongers' is effectively 'furloughed', unable to welcome any more guests for some time to come.**

I reflected recently on some of the words in my speech that night. I am proud of our new Company positioning - "the power of marketing

to deliver economic and social good". You must agree that we are seeing this principle starkly played out on the business stage in how different brands are responding to the crisis and I am sure we will have much debate on this topic as the weeks and months unfold.

Very personally for me, I ended my Master's closing speech at Fishmongers' with "It is an honour and a privilege to be elected Master and I guarantee you I bring every ounce of who I am in service of you, our Company."

How prophetic these words have turned out to be. I am serving the Company on a different agenda, in a way that could not have been foreseen.

I still utterly and truly believe it is an honour and a privilege to be Master, despite this unprecedented situation. Not least because in everything I have attempted to do in working with the Master and Wardens' team, to steer the Company, and to support members, I have been met with the unerring spirit of Livery, the



*Installation Banquet 2020*



Lesley Wilson  
Master

desire to care for others as well as self, and the sheer generosity of spirit and time for the Marketors.

I thank every single member and employee whom I have spoken with directly and indirectly for unswerving loyalty to the aims of the Company, personal and Company support, your time, your effort, the sheer hard work that has gone on behind the scenes to ensure that the 'show' does go on. That is why I still say, and will always say, it is an honour and a privilege to be elected Master.



# New Liverymen clothed on 30 January 2020

Ankur Shiv Bhandari



Ankur is focused on and passionate about capability development of individuals and organisations to develop and implement strategy (corporate, customer and shopper).

Ankur's experience is built on his tenure working with consumer goods, retail, services and government organisations for more than 20 years. During his experience spanning more than 50 countries, Ankur has worked with world's top organisations and governments on varying challenges across strategy, marketing, capability, sales, technology adoption and public service.

In addition, Ankur shares his knowledge and experience through his role as a part time Senior Lecturer in International Strategy & Marketing at St. Mary's University in London.

Ankur is also the first ever Asian origin Borough councillor elected to local government in Bracknell Forest Borough Council in Berkshire and is involved in multiple governance roles Ankur holds an MBA from Leicester Business School, United Kingdom and is pursuing his PhD in Strategy.

Anne Curtis



Anne's career started in teaching. Her switch to Rank Xerox resulted in working in marketing information which was the foundation for the next 35+ years in marketing. Key to this interest was a joint venture with husband, John, to purchase a market research company, Media Measurement Ltd (MML), in 1999. MML specialised in identifying global communication performance to better target corporate and product goals. Initially HR Director, then MD, Anne focused on not-for-profit, local and central government e.g. The Law Society, DWP, Scottish Executive.

As a board member of AMEC (The International Association for Measurement and Evaluation of Communication) and Chair of Education Development, she helped develop the AMEC College. As CIPR (Chartered Institute of Public Relations) Marcomms Vice-Chair, she co-produced a booklet on 'Marketing Communication Scenario for 2010'. MML sponsored and won many awards enabling Anne to become a speaker championing their benefits. After selling MML she concentrated on SME pro-bono work in strategic and marketing planning.

Anne has been a school governor, a Brunel University mentor, a CIPR awards judge, and an adviser for the Young Enterprise Initiative. She is a fundraiser for various charities and, as a keen sportswoman, represents the Marketors in the Inter-Livery Charity Clay Shoot.

# New Liverymen clothed on 30 January 2020

James Kelliher



James is CEO of Whiteoaks International, one of the UK's leading technology-focused PR consultancies, which also proudly represents the Marketors. He is the majority shareholder in the business and provides high level strategic and consultative guidance to major clients and their senior stakeholders. He has been providing communications consultancy to a wide range of clients across the IT, telecoms, B2B, consumer and professional services sectors for more than 25 years.

His client experience includes AMD, Autodesk, Autonomy, British Telecom, Dell, Ericsson Mobile Communications, Honeywell, LG Electronics, Microsoft, Salesforce.com, Siemens, Novartis Pharmaceuticals, Vodafone and Xerox. He has spearheaded the consultancy's unique 'Totally Transparent' and '360PR' market propositions, leading to outstanding client retention and prospect conversion rates. This has helped Whiteoaks become one of the UK's leading B2B and technology PR consultancies and also one of the fastest growing.

James sits on the Marketors Comms & PR Committee and provides a link to the Events Committee – ensuring the Company leverages content and communications opportunities arising from its many events. Outside work, he enjoys watching and playing sport, particularly football, cricket, golf and sailing. He is also fond of live theatre and music.

Richard Mayer



Richard is actively involved in marketing training and education. His interest lies in improving professional marketing capabilities for individuals, marketing teams and organisations spanning business to business marketing, marketing planning, brand management, marketing communications and public sector/not for profit marketing.

Richard has worked across many business sectors both in the UK and abroad with several prominent blue-chip companies including, Microsoft, Gemalto, Sony, O2, Airbus, Abbvie, HSBC, Aczo Nobel, Pfizer, JCB and BP. He is an experienced facilitator supporting teams to develop strategic insight and the development of their marketing plans.

Through the Marketors, Richard provides mentoring and is currently supporting the University of Greenwich with their Enterprise Innovation programme.

He has previously published in several academic journals and contributed to textbooks in subjects spanning advertising, digital marketing, marketing planning and CRM.

In his spare time Richard enjoys playing golf and tennis and is an avid fan of local and national theatre.

Mary Peterkin



In 1975, the year our Company was founded, Mary started her degree in International Marketing with French at Thames Polytechnic (now the University of Greenwich). At that time, there were only 24 students on the course.

Mary spent the first part of her career with Thomson, the tour operator, followed by marketing consultancy with PKF and Marketing Solutions.

In the 1990s Mary moved into the world of Corporate Identity and Brand when she joined Sampson Tyrrell, part of WPP. This proved to be a very exciting time as the company (combined with others from around the world) transformed itself into a global brand consultancy (Enterprise IG then Brand Union), with the clients to match.

In recent years Mary has worked as an independent consultant and non-executive advisor. In 2012, she joined the Board of CWN (City Women Network) to help develop their strategy and brand. Since becoming a member of the Marketors, Mary has served on two committees and has particular interest in fellowship.

Although no longer in the industry, travel for business and pleasure has continued to be an important part of her life.

Mary lives in Surrey with husband David and an irrepressible Parson Russell Terrier called Archie.



# New Freeman admitted 30 January 2020

**Sarah Bender**



Sarah started her marketing career at BUPA in the early 90s as marketing assistant leaving as PR and Marketing Manager some five years later. During this time Sarah also studied part-time for the CIM Marketing qualifications at Bournemouth University.

In 1997 Sarah joined MasterCard as head of marketing communications before joining NCR and working with financial technology start-ups. Since 2009 Sarah has worked in the not for profit sector and currently heads up a cancer charity as well as advising other small charities and a family trust. Her hobbies are golf and horseriding.

**Steven Bishop**



With over 25 years' marketing experience, Steve is founder and owner of Beach Marketing, a b2b marketing agency that helps organisations with complex products, services and markets and hard-to-reach audiences to generate exceptional impact, growth and ROI. Steve previously worked client side in senior strategic marketing roles for a wide range of organisations in sports management, logistics, education and business support. Walker, cyclist, golfer and Spurs fan!

**Michael Gottlieb**



Michael has over 30 years' experience in licensing. He has worked for global companies including Warner Bros. and established marketing partnerships with Walkers Crisps, Marks & Spencer, Tesco, Primark, and Penguin Books – to name a few. A strategic chess player with encyclopaedic knowledge of lyrics, Michael believes music has unparalleled power to stir emotions and bring products to life. As Founder/Managing Partner of Sunny Side Up Licensing, he represents music publishers and develops new ideas in categories from toys to apparel. Michael's articles on lyric licensing are published in Marketing Week and Music Week. Married with three children and a Lakeland Terrier.

**Dr Sarah-Louise Mitchell**



Sarah is a Senior Lecturer in Marketing at Oxford Brookes University. Her research focuses on supporting charities to develop their

brands and communication. Her PhD, from Henley Business School, explored why volunteers choose one charity rather than another. Sarah holds an MBA from London Business School and is a Fellow of the HEA and CIM.

Previously, Sarah held senior marketing roles across three business sectors – consumer goods, retail and non-profit including brands such as Reckitt and Colman, Twinings and Tate & Lyle. At Tesco, Sarah ran the Tesco Clubcard loyalty programme and launched their financial services business. Latterly, she headed up the marketing and research for the older people's charity, RVS.

## Freedom of the City

One of the main ways to be admitted to the Freedom of the City of London is by Presentation by a Livery Company. Once gaining the Freedom of the Marketors, we encourage all members to quickly apply to Guildhall to gain the Freedom of the City of London. This is a necessary step to being "clothed in the Livery" – becoming a Liveryman.

# New Freeman admitted 30 January 2020

Anastasia Muri



Anastasia is multi-lingual, with UK and international working experience in a variety of fields from sales and marketing to academic. Strong networks have been built in the diplomatic, university and public relations sectors; analysis, strategy and creativity are her strengths. She was brought up as an expatriate on three continents, before returning to the UK for schooling and the start of her working life in London. She travels between Italy, Oman and the UK working for the Ministry of Information, Sultanate of Oman. She looks forward to contributing to the WCM and getting to know other Liverymen.

Alex Sawyer



Alex has spent nearly twenty years working in Marketing within the City of London, specifically the Equities, Commodities and FX trading sectors. During his City career Alex held a number of senior decision-making roles including Chief Marketing Officer. Now a Marketing Consultant, Alex advises companies both within the UK and overseas on marketing, business development, increasing revenue streams & maximising shareholder value. Alex is an elected Councillor in the London Borough of Bexley where he currently holds the Cabinet portfolio for Public Health, Housing, Crime & Disorder and Communities. Alex retains an active involvement in Horse Racing and Cricket.

Kaushik Subramanian



Kaushik is currently a Product Marketing Lead at Facebook, and has spent his career building businesses previously at L'Oreal and McKinsey & Company. He's lived and worked in 8 countries, and is passionate about helping people and businesses succeed. He has an MBA from INSEAD and has previously studied marketing and engineering. He also advises startups on the side, and maintains a keen interest in equestrian sports and collecting whisky.



## Mentoring programme expanded to include mutual mentoring

**The Mentoring Committee is expanding the benefits of the Mentoring Scheme. Whilst the key value is for our more experienced members to share these experiences with members, who may have had less exposure to broader strategic marketing issues/opportunities, some of these 'more experienced' members may have felt distanced**

**from the 'sharp end'. Many recognise that their mentees are experiencing this 'sharp end' every day, particularly in relation to terminologies and mechanisms.**

With this in mind, where appropriate, we shall broaden the mentoring scheme to facilitate 'Mutual Mentoring'. What does this mean, you may ask? Here's a quick answer:

*Peter Rosenwinge*  
Chair Mentoring Committee

By 'mutual mentoring' for the purpose of the Marketors plan this is defined as:

- Connecting two members, both with a passion for marketing and self-development.
- The aim is for both parties to garner and acknowledge benefits from this experience i.e. both the mentor and mentee.
- The mentor will be demonstratively more



# Master's programme for 2020 goes digital

Carole Seawert  
Court Assistant

**COVID-19 lockdown hit hard in March and we had to go through a process of cancelling or postponing face-to-face events for the foreseeable future. The Events and Fellowship Committees have re-engineered our social and business gatherings, using both technology and our marketing imaginations. As a result we have completely re-oriented the Master's business and social programme for this year.**

Thanks to the unerring Livery spirit and the generosity of individual Marketors, we have been running weekly online webinars since the beginning of April. These are for members by members and are on a range of subjects, from digital marketing 101, to how to write a marketing strategy plan, to online meeting skills, and more. The full calendar of Company events is available on the Events Calendar page of our website ([click here](#)).

We have quickly learned how to engage with members using audiovisual technology and the support for our online events (thank you to everyone attending) is astounding. It's not just about marketing talks. It is also about social interaction through virtual drinks events (e.g. Younger Marketors), Fellowship events for Freemen and 'Class of' events for particular year groups. There's also a whole host of other video-based



activity such as the 'Loving Cup' interviews showcasing our 'getting to know you' series of Marketor member interviews. Connecting as a Company through lockdown, isolation, restrictive measures and home working only serves to underscore the Livery mindset.

A huge 'thank you' to Marketors who have come forward with time, energy and expertise to create and present talks for our members. And

thank you for the feedback from UK regional and overseas members. Our learning via digital activity will extend beyond 2020 and will be part of the way we engage with all members in the future.

Put your hand up! If you would like to give a talk (either recorded or live) as part of our new online programme, please email [events@marketors.org](mailto:events@marketors.org) with your suggested topic.

experienced and probably in the latter stages of their exposure to current 'front line' day-to-day activities.

- The mentee will be a less experienced member who is actively involved day-to-day at the 'front line' and is developing their career with exposure to new and innovative business practices.

The 'Mutual Mentoring' partnership, once connected through the standard mentoring matching process, will be:

- Both parties agree a business marketing or personal marketing challenge that they would like to explore in more depth.

- Both parties outline and discuss possible solutions to the challenge including marketing strategies and business tactics.
- Both parties exchange their individual solutions and arrange a meeting either face-to-face or virtual to agree mutual key learning.
- The more senior member (mentor) will take notes of any significant learning experiences, by both parties, arising from these discussions and report these to the Committee Chair, if both parties agree, as normal rules on confidentiality will apply.
- Only if appropriate and agreed by both parties, the Chair of the

Mentoring Programme will look to share these with our wider Marketors membership.

We are constantly exploring ways of improving what we offer our members to add value and would welcome any feedback from you on this initiative please?

If you are interested in Mutual Mentoring and/or the wider Marketors' Mentoring Programme, or wish to comment on the above, please contact the Chair of the Mentoring Committee, Peter Rosenvinge, at [p-rosenvinge@sky.com](mailto:p-rosenvinge@sky.com) or 07905 903403.

# AMSR: underpinning marketing as a business discipline

Peter Bartram  
Liveryman

**It is now more than a year since The Marketors' Trust began supporting the Archive of Market & Social Research. It therefore seems timely and worthwhile to describe its relevance and benefits - and show what has been achieved by the Archive in the last year or so.**



**The Archive of Market & Social Research**

Established as an independent charity in 2016 and coordinated by about 50 committed volunteers, the Archive has now collected over 750 books and 5,000 documents from across the last 50+ years, which are housed in a professionally managed environment at the History of Advertising Trust. In addition nearly 70,000 pages of relevant material have been digitised and are accessible without charge via the on-line archive at [www.amsr.org.uk](http://www.amsr.org.uk)

This covers the research techniques, applications and findings which underpin the history and success of marketing as a business discipline. Included are 3,000 qualitative reports, Target Group Index reports



from 1981 to 2004, and research reports and conference papers from leading companies including NOP, MORI, Gallup, AGB, BMRB, RSGB, and many others.

The Archive is now led by its new President, Denise Lievesey, Principal of Green Templeton College Oxford, and Paddy Barwise, Professor of Management and Marketing at the London Business School, who is Chairman of its Trustees. Other distinguished supporters include Sir John Curtice, Dr Elizabeth Nelson, Geoffrey Roughton, John Downham, Sir Robert Worcester, Jeremy Bullmore and Ben Page.

This archive does not in any way conflict with the activities of the Company, including those of the Heritage Committee and the Knowledge Development



Committee. These cover retention of the Company's own treasures and business records, and the occasional commissioning of research reports. But they do not cover the history and achievements of marketing more generally: the Archive fills that gap by making all that accessible, reinforcing the respect it merits as a profession, now and for future generations.

The value of the Archive is recognised not only by current commercial practitioners in marketing, advertising and research, but also increasingly by journalists and social historians, and by university academics and students.



At present it costs about £35,000 per annum to maintain and develop this treasure-trove of historical facts, raised by annual donations from individuals and from corporate and charitable organisations including The Marketors' Trust.

We would also like to invite individual Marketors to include themselves among the 50+ recognised financial donors to this Archive. And equally important, if you have not yet disposed of them, you are invited to contribute your own marketing-related papers retained in your old files or hidden in your attic. Advice will be provided on any confidentiality issues you may be concerned about.

In these ways, your generosity to this worthwhile cause will be publicly recognised and you and your career achievements can be remembered down the years. Please contact the Archive at [www.amsr.org.uk](http://www.amsr.org.uk)



# 1 Squadron commemorates 150 years of service

Lieutenant Benjamin Ryde



1 Squadron performing State Ceremonial Public Duties. Painting by Anthony Cowland

**For many years the Worshipful Company of Marketors has maintained strong links with 151 Regiment, Royal Logistic Corps, London's only logistic regiment. 2020 is a particularly important year for 1 Squadron, the oldest in the Royal Logistic Corps, with the commemoration of its 150th anniversary.**

Immediate Past Master, Andrew Cross, was delighted to attend a dinner at Royal Artillery Barracks on February 15 2020, the final part of a trio of celebrations enjoyed by Officer Commanding 1 Squadron, Major Nicholas Heppenstall MBE and his team.

On January 8 2020, 14 members of 1 Squadron deployed to Nepal to undertake a 180km arduous trek from Phedi to the holy temple of Muktinath. At almost 4,000m above sea level in Mustang District, this temple is one of four holy sites all Hindus and Buddhists should aspire to visit during their lifetime. They



OC 1 Squadron, Maj Nicholas Heppenstall with Col (Retd) John Coombes, the OC of 1 Squadron during the 100th anniversary in 1970

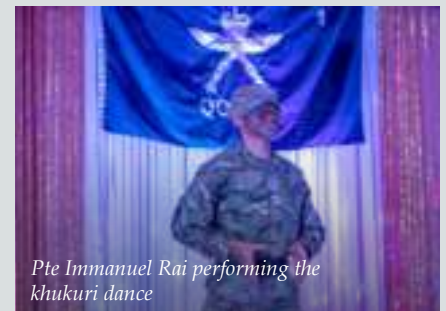
were joined by Corps Colonel RLC, Colonel Colin Francis MBE and Colonel Dominic Fletcher who had been the OC of the Squadron in 2004 when it transitioned from British to Gurkha soldiers. The team was humbled to have this opportunity – the first time many of them had visited the Himalayas!

The second event was a Bhela, a commemorative gathering which took place in the Gurkha Welfare Trust Welfare Centre, Kaski on January 25 2020. There was a large mix of over 60 serving members, service pensioners and families who had travelled from across the country of Nepal to attend the memorable event. Additionally, OC 1 Squadron was hosted by Major (Retd) Krishna Bahadur Gurung MVO MBE, proprietor of The Gurkha Museum. There he donated money raised by the Squadron along with a painting of the Squadron undertaking State Ceremonial Public Duties in 2019.

The final element of the anniversary celebrations was bringing together, for the first time in history, all ranks from across the multiple designations that 1 Squadron has had for a dinner held in the Officer's Mess at Royal Artillery Barracks on the February 15 2020 - the very anniversary of the formation in 1870. Included amongst the guests were Col (Retd) John Coombes, who was the Officer Commanding 1 Squadron, RCT at the time of its 100th anniversary; Lt Col Huw Williams MBE, who was a driver in

1 Squadron, RCT in 1983, and later, the Quartermaster of QOGLR; Colonel (Retd) Tony Barton who was the Officer Commanding 1 Squadron on Op GRANBY in 1991; and Major General Duncan Capps CBE, the senior serving officer within the 1 Sqn alumni.

Additionally, there was a spectrum of soldiers and officers ranging from Gurkha soldiers, just nine weeks out of their infantry training at Catterick, to serving Officers who had been part of 1 Squadron during the pre-QOGLR period. It was a truly special occasion where everyone, no matter what epoch of the Squadron's history they had served in, what operations they had served on, or indeed what country they first came from, felt part of the same team.



Pte Immanuel Rai performing the khukuri dance

Major General Capps delivered a speech, taking everyone back to the very start of his career as a 2Lt in 1 Squadron and how the history and attitude influenced him in the years to come.

The evening's host and current Officer Commanding 1 Squadron, Major Heppenstall MBE, spoke both of the tenacity that has endured in 1 Squadron throughout its many transitions, and of the bright future ahead. He said, "We are all collectively, united by the fact that we have had the privilege to serve in the oldest Squadron within the Royal Logistic Corps. The phrase, 'the whole is greater than the sum of its parts', first coined by Aristotle, embodies the spirit of the Army and it is clear to me that 1 Squadron, like all great teams, really is greater than the sum of its constituent parts."

Photography by Sgt Andy Reddy RLC/Crown Copyright

# Aim One Committee Update

Dr David Pearson  
Past Master & Chairman,  
Aim One Committee

**The Aim One Committee has been refreshed with several new members. As well as myself as Chairman, and the Senior and Middle Wardens, the new members are: Desirée Clarke Noble, Secretary; Adrian Bastow; Anouschka Elliott; Alan Mackay; Miles Young. Desirée, Anouschka and Alan all have extensive experience of working in the Commercial City, Adrian is a Common Councilman and Miles has huge international experience as former Chairman and CEO of Ogilvy & Mather.**

## Terms of reference

- Encourage Members to participate in civic affairs, including attending City briefings and voting in elections of Sheriffs and Lord Mayor.
- Encourage Members to stand for civic office and other roles within the City.
- Take an active stance in the Lord Mayor's and City's civic and charitable affairs by means among others, of increasing awareness of the Lord Mayor's Appeal events and civic voluntary roles within the City.

In addition, or complementary to, in her presentation to the chairs of Committees, the Master outlined the role as follows:

1. Our City Civic "radar" and reputation management.
2. Opportunities for the Marketors to support the Lord Mayor, Corporation and other Livery Company initiatives
  - Charitable links
  - Deploying our marketing skills
  - Financial Services Group membership
  - Links and opportunities to join forces with other Livery Companies.

## Strategy

While much of this already happens, a large proportion is down to individual initiatives rather than as a result of a corporate strategy. What is needed is the following:

1. An assessment of the current status of involvement and support
2. A set of specific objectives that can be planned and measured
3. A communication programme using all available tools: the website, Marketor, LinkedIn, Clerk's notices etc

Much of the current involvement is by experienced senior members, particularly among those who have gone through the chair.

Approximately 1,500 Liverymen participate in the election of the Lord Mayor out of a total population of approximately 30,000. At the last count the Company had 256 Liverymen, but that includes some who would not yet be eligible to vote at the next election in September. I would encourage Liverymen to exercise this ancient right, protected in Magna Carta, at least once in their lifetimes. A good opportunity would be the September 2022 election for Lord Mayor when we expect Honorary Liveryman Alderman Mainelli to be the preferred candidate. This year's election for Sheriffs scheduled for June 24 2020 has been cancelled and it has been decided that the current Sheriffs will serve for a second year. The election for Lord Mayor is still scheduled for September but the current Lord Mayor Alderman William Russell will serve a second term subject to election.

All new Freeman are encouraged to attend a City briefing organised by the City Livery Committee in the Guildhall. This can be booked through the Clerk's Office. The schedule of briefings for 2020 is September 15 2020 and November 9 2020. This schedule may be affected by the Coronavirus situation.

## Civic Office

Following the tragic death of Past Master Alderman Sir Paul Judge, for the first time in our history we did not have an Alderman in our membership. That was addressed in 2019 with the admission as an Honorary Liveryman of Alderman Michael Mainelli. PM Andrew Marsden, to his credit, has twice stood for election as an Alderman. He also chairs the Financial Services Group and is a member of the City's Livery Committee. Liveryman Karina Dostolova and Freeman Adrian Bastow are both Common Councillors. Middle Warden Dr Trevor Brignall is the Immediate Past President of the City Livery Club and Honorary Liveryman Adèle Thorpe is the current President. Liveryman Martin Riley is the Immediate Past Master of the Distillers and a successful joint event was held with them last year. Several Past Masters have been active in the civic City in other ways.

Several members are also members of various Ward Clubs. The Chairman is now Upper Warden of Cripplegate Ward Club and will become its Master in March 2021.



*The Samaritans: Alderman Sir Charles Bowman's chosen charity*





*City Giving Day 2019 in the Art Gallery, Guildhall. The then Lord Mayor Alderman Sir Peter Estlin with his sheriffs Alderman Vincent Keaveny and the Honourable Liz Green. Also pictured: Ald Sir Charles Bowman and the current Lord Mayor, Ald William Russell.*

## The Lord Mayor's Appeal

The Trust makes an annual donation, as do all Livery Companies. What more might the Marketors be able to do using our marketing skills? The Chairman of the Aim One Committee is also Chairman of his Past Masters Association Outreach and Purpose Committee and through this vehicle with his colleagues has achieved the following; working with the Samaritans, Alderman Sir Charles Bowman's chosen charity.

- **Wellbeing in the City.** In 2018 helped launch this programme designed to give employers and employees materials to assist employees suffering mental stress and help prevent it becoming more desperate. Now called **Wellbeing in the Workplace**, there are now 14,000 registered users with partner firms.

- **City Hub.** A new physical location in the City, the first in decades, will open soon. First year costs are budgeted at £216,000 and we helped raise c.35% of that through member companies. The Samaritans say they could not have done it without us. They have also had 256 enquiries from potential volunteers including Liverymen.

## City Giving Day – September 22 2020

This began in 2014 and is growing into an important occasion. Sir Charles Bowman also asked our Association to help with increasing participation. In 2017, 222 organisations took part and Sir Charles set a target of 300 for 2018. We helped them get to 313. Alderman Sir Peter Estlin set a target of 400 for 2019. We helped them get

to 424. Alderman William Russell has set a target for this year of 692, as he is the 692nd Lord Mayor! So far about 400 have registered including a number of Livery Companies. We are considering if and how the Marketors could help and/or participate. It is not just a matter of numbers, but also of quality and ensuring the event achieves its purpose which is to educate the City workforce and the wider public as to the good work that City based firms achieve through their CSR programmes. This year's event is still planned to go ahead depending on the coronavirus situation.

**If any member would like to know more about how they might help support this important Aim please get in touch with a member of the Committee.**





# Friendships & Futures: how the Younger Marketors are flying the flag for modern marketing

Laura Giffard  
Liveryman & Younger Marketor

**As Marketors, we firmly believe in the power of marketing to deliver economic and social good. And whilst this belief is globally applicable, it's also at the very heart of who we are as people.**

Social good starts at home. And that's where the Younger Marketors are really starting to make a difference in the industry – welcoming focused, ambitious marketing professionals at any stage of their career, and extending a hand of support and friendship.

## Starting out

The Younger Marketors is all about promoting the wider involvement of our younger members, getting like-minded marketing professionals together in an informal setting to grow fellowship, encourage participation and bring together the 'future leaders' of the Marketors.

Primarily, we're a forum for Marketors who are between their 20s and 50s; any member is welcome, whether they're a Scholar, Freeman or Liveryman, and the group is specifically aimed at passionate and ambitious people who have yet to dip their toe into Livery life. But most importantly, it's accessible to all – we're far more interested in psychographics than

demographics. Longer-standing younger members of the Company are welcome to join, as is anyone who is young at heart. The only prerequisites are ambition and a true passion for marketing.

## It's not all gongs and gowns

The Younger Marketors' main aim is to make the Marketors more accessible. While attending formal events is part and parcel of Marketors membership, being part of the Younger Marketors can simply be about a group of like-minded professionals – and friends – getting together and socialising. And it helps to sit with people you can ask about which glass or cutlery to use at the dinners!

Of course, the underpinning value of the Younger Marketors is a strong connection to the modern, professional aspects of marketing. By joining a group of very engaged, energised people, young rising stars of the marketing profession can use the forum as a sounding board for ideas, as well as tapping into informal expertise, advice and mentorship from a support network of their peers and colleagues. Above all, it's about looking to the future; discussing upcoming trends, modernising the industry and

working together to revolutionise the landscape of marketing.

## The digital revolution

As most good friends do, the Younger Marketors started out by having some informal drinks, and now we meet four times throughout the year. However, the current pandemic has stopped our physical meet ups – so we've gone virtual. We're now meeting over Zoom to have drinks together from the comfort of our own homes, which is a great way of keeping connected.

## Ambitions for the future

Our main ambitions for the future are to foster a culture of friendship and use the forum as a vehicle to feed back to various committees. We're also playing around with the idea of various initiatives; we're planning to set up a book club, and of course, everyone enjoys the quarterly drinks.

But above all, being part of the Younger Marketors is about the friendships you make. And there's something amazing about that. If you'd like to join us, please get in touch with me as we'd be happy to have you as part of the team.



# Fellowship more important than ever

Martin Ashton  
Liveryman

*“In a moment, everything can change and in a moment, you can change everything.”*

David Wallace

That quote sums up for me the situation we all find ourselves in at the current time. However, these sudden changes to the world mean organisations must adopt agile, innovative and sometimes experimental strategies to adapt to massive overnight changes - and that extends at a micro level to Livery Companies. Fellowship now takes centre stage at this moment and it is more important than ever we engage with Freeman and Liveryman so that they are continue to be a part of this Company.

Aim Four of the Company is 'Supporting, Involving and Nurturing our Members'. The Membership, Fellowship and Livery committees fall squarely in that bracket. As Chairman of the Fellowship Committee, we have the key aim of ensuring new and existing Freeman are welcomed into the Company; that they are involved in various initiatives and committees; and ensuring that they progress to Freedom of the City and then Livery.

Ultimately, we want everyone who joins or already belongs to

the Company to have a long and fruitful journey and one which the Company and they both thrive upon. The Fellowship Committee is working on several key initiatives this year, albeit in a slightly different way than we anticipated:

- 1) **Fellowship Events:** We hosted a Zoom call with the Freeman who were admitted in January and we had a really informative session. Equally, Laura Gifford organised a Younger Marketors Zoom event the week before where some fantastic ideas were hatched and the wine flowed virtually. We presented a virtual Fellowship evening on May 5 2020 where we continued to involve and stimulate new Freeman to progress their journey and showcase our offering.
- 2) **'Class of' Events:** Mary Peterkin arranged a 'Class of 2013' event last year where everyone who was admitted as new Freeman to the Company that year met up for a drink. We will continue this initiative in 2020 - the first being 'Class of 2016' on June 4 2020 in a virtual bar called Zoom!
- 3) **Staying Connected:** It is more important than ever to ensure the Company is representing its members by providing what they are seeking from their Livery

Company and that we are engaging with them effectively. The difficult economic situation presents challenges for us all and I would ask that anyone who is having issues with maintaining their membership contact either me or the Clerk at the earliest possible moment.

4) **Fellowship is Everyone's Role:** I want to encourage everyone in the Company to do their bit for Fellowship, especially at the current time. We all have a role in nurturing, encouraging and involving new and existing Freeman and Liverymen.

5) **Buddy Initiative:** Every new Freeman who comes into the company is allocated a buddy for a great event. This is to prevent people coming in and finding they don't know anyone or feel a little overwhelmed at these events - I recall I was like a rabbit in headlights back in 2016 ! We will be picking this up when normality is resumed for the next great event.

Finally, it has been a great privilege to have spoken to many of you over the last few months. I am constantly in awe of the talent our Livery Company has as its members and in the prospective Marketors that it attracts.



Fellowship at the Installation Banquet in January

# Justice, gaols and gin

Mary Peterkin  
Liveryman

**The first social event in the Master's year was a private tour of the Old Bailey.**

The Central Criminal Court (Old Bailey) is named after the street on which it is located, following the original fortified wall, or "bailey", of the City.

On a cold and windy afternoon in February, 23 Marketors and guests gathered inside the Lord Mayor's entrance to start the tour. We were first escorted to the Judges' Dining Room where we were welcomed by our guide, Alderman & Sheriff Michael Mainelli, an honorary Liveryman of our Company.

Sheriff Mainelli began by giving us some background into the role of the Sheriff of the City of London which is one of the oldest in existence and was traditionally based on three things: defence of the City, collection of taxes and enforcing the law.

We next made our way to Court Number One, the most famous court in the land, scene of many notorious trials including Dr Crippen, Peter Sutcliffe, Ian Huntley, the Krays and Ruth Ellis amongst others.

Sheriff Mainelli shared with us some interesting history about the Old Bailey, which goes back as far as

the 16th century and Newgate Gaol, although the present building dates from 1907. He also reminded us that, as Freemen of the City (should we have had the misfortune of being condemned to death), we would have had the privilege of being hanged by a silken rope (rather than hemp) thereby ensuring a quicker death!

We proceeded, via one of the more modern courts, to the Grand Hall which is truly magnificent, with its great statues and beautiful murals, reconstructed in the 1950s following destruction when the Old Bailey was badly damaged in the Blitz in 1941. As we left the Grand Hall, we were shown a shard of glass, embedded high in the wall, serving as a remnant and reminder of the IRA bomb in 1973.

The last part of our trip involved us descending to view the cells and consultation rooms which had been cleared for the day. In contrast to the splendour of the Grand Hall, these cells brought home the reality and severity of the cases and crimes that are tried at the Old Bailey every day.

The formal part of our event concluded back in the Judges' Dining Room, where the Master thanked Sheriff Mainelli for his very informative and insightful tour.



*The Master presents Ald & Sheriff Mainelli with a donation on behalf of the Company*

The Master also presented the Sheriff with a donation, on behalf of the Company, to the Sheriffs' and Recorder's Fund, a 200 year old charity which helps London's ex-prisoners and their families with grants for training and welfare.

Afterwards, we retired to the Viaduct Tavern for food, drinks and fellowship. Built in 1869 on the site of the Newgate Gaol, the Viaduct Tavern was established at a time when gin was becoming a popular alternative to French brandy amongst the drinkers of the City of London.



*Marketors and guests gather for the tour*



# Marketers hear how Army recruitment campaigns gain attention

Keith Rowland  
Court Assistant

**On 14 January, 151 Regiment RLC hosted 30 Marketers for a curry supper at 562 Squadron, Southall.**

After a welcome from the new Commanding Officer, Lt Col Debs Taylor RLC, the Master-elect Lesley Wilson spoke about the Company noting that both our organisations will have women leaders this year.

Nick Terry, CMO for Recruiting Group Capita, addressed a room of over 100 officers, soldiers and guests about Army recruitment, particularly the recent controversial 'snowflake' campaign.

Service chiefs have hailed as a success the 2019 'Your Army Needs You' campaign, noted for controversial posters which appealed for 'snowflakes', 'phone zombies' and 'selfie addicts' to join the army. As a result, between January and March 2019 applications to join the army reached a five-year high, with 16,000 bids in January alone (up



CO Opening Address

from a historic average of about 5,000 a month). The number of recruits starting basic training between April to September was at the highest figure since 2014.

Research by the Prince's Trust and Deloitte has shown that 54% of 16

to 24 year-olds believe a lack of self-confidence holds them back and 46% feel inadequate. The data suggest this is partly due to the constant pressure on young people to compare their lives with peers on social media. The 2020 campaign 'Army confidence lasts a lifetime' aims to show how a career in the Army can build lifelong self-confidence, in contrast to "shallow hits that fade fast" from fashion purchases and social media 'likes'. <https://www.telegraph.co.uk/news/2020/01/02/army-chiefs-say-controversial-snowflake-recruitment-campaign/>.

After some challenging questions from senior Marketers in the room, we adjourned to enjoy a particularly good curry and a chance to talk to the members of 151. Awards were made to high achieving soldiers, including the presentation of the Marketers' Award to Lance Corporal Keys of 210 Transport Squadron.



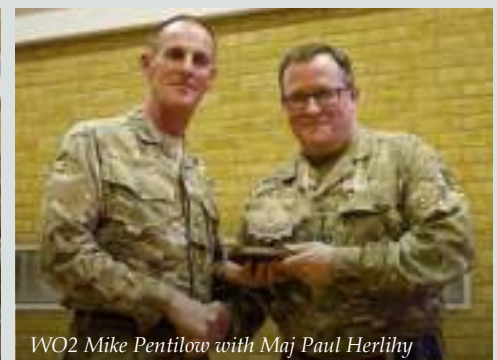
Master Elect Lesley Wilson  
with Lt Col Debs Taylor



Lcpl Keys with Master Elect Lesley Wilson



Lcpl Wilkie 562 with Deputy Lieutenant of Ealing, Richard Kornicki Esq CBE DL



WO2 Mike Pentilow with Maj Paul Herlihy

# Marketors' Outreach programme helps Citizens Advice Service in Three Rivers promote services to funders

Graham Storey  
Liveryman

**This content was selected for the Marketor magazine before the wide-ranging effects of COVID-19 turned the UK's society and economy on its head with outcomes still to be seen. It is fitting that the good cause subject of this case study is part of an organisation that, no doubt, will be of immense value to individuals in the UK as people seek answers to questions about changes to their personal circumstances.**

Before search engine optimisation and before the word Google meant doing an online search for specific information, there was already another widely used source of

that supports individuals with problems. The Citizens Advice Service provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities. It values diversity, promotes equality and challenges discrimination. The Service aims "to provide the advice people need for the problems they face, and improve the policies and practices that affect people's lives."

The objectives of the Outreach project are confidential to those involved. Why? Because the Marketor volunteers who provide the Outreach support are always

told more, and ask additional questions to get more answers, about the background and the situation in which they need to operate with a client's own people to make defined marketing improvements. An enviable client confidentiality track record is one reason why having helped and

concluded a project for a good cause, Outreach has then been asked to address supplementary challenges for the same good causes, sometimes years afterwards.

As is usual with Outreach projects, the suggested potential ways forward for the good cause to consider were presented in the form of a short but detailed report.

Itemising the suggestions in a document has proved important for many good causes, mostly because while Outreach usually works with one or two people within the client organisation, there is often a board or group of trustees who need to consider the recommendations

in detail and jointly decide on the sequence of actioning the different recommendations.

You can get a brief idea of what Outreach delivered to the CASTR from the main contact for the project who kindly provided the following words.



*"As the longstanding CEO of a small charity, I was concerned that I was not being*

*challenged to keep up with the times and opportunities available. One of our volunteer advisers put me in touch with Richard Bernholt, from the Worshipful Company of Marketors, and I was allocated Liveryman Adrian Gee-Turner to work on our project.*

*"My experience to date has been one of great benefit in terms of how best to promote our service to existing and prospective funders, notably by specifically aligning aspects of our work to the objects of each individual funder. This has to date resulted in an increase of 21% in an annual grant from an existing funder.*

*"Additionally, how to perceive how external funders see our service, and, as part of this, how to hone my presentations to demonstrate meeting funders' requirements. This tactic resulted in a round of applause given at the end of my recent annual funding presentation to the local council committee who award our grant (I've never had that before in the past 14 years of doing this job!). I am awaiting the outcome of this presentation. Adrian kindly appraised my presentation beforehand and made some key recommendations, which I adopted.*

*"And finally, being given a huge range of ideas, all off the cuff from Adrian, to help develop and sustain the service going forward e.g. providing monthly stats to each main funder, engaging pro bono local help from other specialists to broaden the range and appeal of our service, how to improve our*



information in the UK. Interestingly, that source was already expected to deliver an excellent end user experience because the delivered results were tailored to the searcher's individual requirements. Where have we heard that type of "mission statement" before? The original source of tailored information was the Citizen's Advice Bureau, created in 1939. This Case Study illustrates a recent Marketors' Outreach project working with The Citizens Advice Service in Three Rivers (CASTR).

As with all successful marketing projects, the initial brief was all important and it included: "CASTR is part of the nationwide 316 independent charity network





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website using cartoon case studies for visual appeal, using anonymised case studies on our website to give prospective clients a better idea of the areas we can help them with, plus many others to think about.

"Whilst I've not implemented all the ideas or had a chance to consider

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how most or all could be adapted to suit our needs, I really appreciate the insight that Adrian's expertise has given me and our service, with a view to strengthening our sustainability for the future in very straightened times.

"With many thanks indeed."

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If any member of the Marketors would like to find out more about why Marketors, from newly qualified to somewhat longer in the profession, get personal advantages by adding some Outreach project time to their already busy schedules please contact: outreach@marketors.org.

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## St Bride's innovates with virtual services

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**During the COVID-19 lockdown, one of the most inspiring moments in the lives of Marketors came from St Bride's.**

Faced with the first complete shut-down of the church in its 1500 year history, Chaplain Reverend Canon Dr Alison Joyce and her team wondered how to continue to minister to their congregation.

Even during the Plague of 1665, St Bride's remained open - but now the Government had ordered all places of worship to close. Not only were the public banned from churches, but the choir and clergy could not congregate either. So what to do?

Several years ago, St Bride's had installed a sound system and were able to record their professional choir for the archives. Services, including weddings and baptisms, were recorded and audio CDs offered to participants. Members may remember for example, being able to hear Tasoulla Christou's new Marketors' Anthem via a link on our website, as a result of a Rededication Service recording.

So Alison and her team came up with a novel solution. With such a large archive of readings, choral and organ works, would it be possible to select appropriate recordings to match the liturgy? Could they arrange for Alison to newly record Sermons and Prayers of Intercession on her own and then mix suitable archived files together to publish as virtual services?



Marketors' Chaplain Reverend Canon Dr Alison Joyce

Despite COVID-19 pressures, Head of Finance & Fundraising James Irving and the St Bride's team decided it was possible. At 11.00am on Sunday 22 March, the first in a series of virtual Sunday services appeared on the St Bride's website and Marketors were able to capture the full flavour of a current Choral Eucharist.



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John Wheen  
Liveryman

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Alison's sermons became key to keeping faith and a sense of family in difficult times. Fear and Darkness would not have the last word. We should live a balanced existence, even in lockdown, with a mix of physical work, mindful study and prayer. We would feel renewed if we went out to exercise every day, read a poem, listened to music and cleaned parts of the house or decluttered.

Above all, we should love, value and respect each other.

When this edition of Marketor is published, we shall have had the benefit of St Bride's innovative virtual services right through Holy Week and up to Ascension Day. Marketors everywhere are grateful to the Chaplain and her team for helping us through one of the greatest crises of our lifetimes.

Although COVID-19 is still with us, there is hope for the future. In his first video released after recovering from the virus, HRH The Prince of Wales said:

*"None of us can say when this will end, but end it will. Until it does, let us try to live with hope. And with faith in ourselves and each other, look forward to better times to come."*

And as Alison has remarked, "When it's all over and St Bride's is open again, we're all going to have a brilliant, fantastic party!"

# You'd better believe it – the Marketors' pancake racing team was flipping marvellous

Carole Seawert  
Court Assistant

**In the 16th Inter Livery Pancake Races on 25th February at Guildhall, the four-strong team from the Worshipful Company of Marketors came home with a worthy winner. Congratulations to Liveryman Alex Conabear who won the final of the Liverymen's Race and also took part in the Victor Ludorum 'Finals of the Finalists' Race. He won us the Harvey Peebles Cup by coming in a very close (photo finish) second place.**

All contestants have to run two lengths of the Guildhall Yard, tossing their (real and wafer thin) pancakes once on the outward leg and once on the return. The Marketors' team comprised Master Lesley Wilson (Masters' Race), Liveryman Alex

Conabear (Liverymen's Race), Liveryman Des Clarke Noble (Ladies' Race) and Liveryman Martin Ashton (Novelty Race).

The Poulters provided the 720 eggs needed to make all the pancakes (they were also served at lunch); the Gunmakers fired the starting pistol; the Fruiterers provided the lemons; and the Glovers provided the white gloves worn by the participants.

The Marketors' team was cheered on by the Clerk John Hammond, the Beadle James Hasler, Middle Warden Trevor Brignall, Liveryman Ray Perry, Freeman Marcus Harris and Court Assistant Carole Seawert.



Liveryman Alex Conabear storming to victory



Cup winners (L-R) Liveryman Des Clarke Noble, Clerk John Hammond (chief cheerleader), Master Lesley Wilson, Liveryman Alex Conabear & Liveryman Martin Ashton



# Past Master Harry Druce celebrates 90th birthday

Sue Garland Worthington  
Past Master



**On March 11 2020 Past Master Harry Druce celebrated his 90th birthday. Whilst many members will know Harry and his wife**

**Valerie, both regular attendees at Marketor events until recently, and be familiar with Harry's formidable achievements within both his professional life and the Marketors, some newer members will not. I therefore thought it timely to celebrate Harry's life and work with this short article.**

Harry's career was within the print industry, starting with John Dickinson & Sons. After obtaining print qualifications from City and Guilds and the London College of Printing his career took him steadily upwards culminating in his appointment as International Sales and Marketing Director for the Cope Alman Group. Harry then decided to start his own business. This developed rapidly: he invented a process for combining water-soluble paints and adhesives which was successfully patented and licensed and sold around the world, leading to membership of the Institute of Patentees and Inventors.

Harry joined the-then Institute of Marketing in 1960 and chaired the Beds, Herts and Cambs branch between 1968 and 1970. His contribution to marketing was recognised by his award of Fellowship in 1971. He was the 27th member of the Guild of Marketors,

which, in 1977 became the Worshipful Company of Marketors.

Early on in his involvement with the Company Harry was asked to head up a task force into members' interests and benefits. One of the members was Dr Roger Hood, Master in 1998. Outcomes included the introduction of a quarterly newsletter, the forerunner of The Marketor, Ushers at Great Events and a complete redesign of the Company's branding.

1989, the year of Harry's Mastership, was the 800th anniversary of the Mayoralty of London. As the Marketors' contribution to the celebrations Harry organised an amazing banquet and concert, compered by broadcaster Richard Baker, for 800 people in Guildhall, the largest event organised by a single Livery Company during the anniversary year and one which put the Company, then only 10 years old, firmly on the City map. During the banquet Harry presented cheques totalling nearly £50,000 to the Lord Mayor's three charities. Lord Mayor Hugh Bidwell described it in his tribute as "the most outstanding event of any Livery Company in this 800th Anniversary year." What a truly awesome achievement and a real bringing to life of Harry's chosen theme for the year: Marketors in the City.

Harry has a longstanding interest in history, especially in relation to the City of London, which in 2002 led to his being asked by then Master, the late Ian Blythe, to document the Company's history with the aim of producing a high-quality book. Harry started to write the history,

building on a volume already produced on the Guild's first ten years by late Master Jack Rook, and collecting ever more material as he went on. In 2003, motivated by their opposition to UK involvement in the Gulf War, Harry and Valerie moved to France, taking all the material with them. To quote Harry 'I continued writing and collecting until...I felt I had enough material and (there were) members who could take over....' At this point Harry handed over 25 files to the late Peter Short at a hotel near Runnymede. Under Past Master Dr David Pearson's leadership the work continued and the Company history Marketing Helps Everyone was finally published in late 2018, celebrating the Company's first 40 years and bringing Ian Blythe's dream to fruition.

What a career and what a contribution to the Worshipful Company of Marketors. Truly humbling. Harry and Valerie had two events planned to celebrate his landmark birthday – a mid-March luncheon at a chateau near their home for France-based friends and, in May, a family get-together in Surrey for 50 people, with Harry's sister due to fly in from Vermont and cousins coming all the way from Melbourne. Sadly, both events have had to be postponed due to the coronavirus outbreak. So to help Harry mark his birthday and congratulate him on his outstanding contributions to marketing and the Marketors, let us all raise a glass and say a very well deserved "Happy Birthday" Harry.

## Did you know...

...with over 3,600 followers, the Worshipful Company of Marketors is the second most followed City Livery Company on Twitter. We also have nearly 600 followers on LinkedIn and have plans to increase the 'name and fame' of the Company on professional online platforms over this year and next.

Under the leadership of Comms and PR Chairman Karl Weaver, we are re-defining our digital communications strategy to ensure that Clerk's Notices provide more 'real-time' membership

updates - and that our website newsfeed and social media channels are an excellent place to find the latest news and most up-to-date information from the Company. Followers can also access thought-provoking opinion leadership content relevant to today's marketing industry, helpful advice from senior marketing professionals and engage in discussions with other members and followers.

To become part of our growing social media community, follow the Marketors on Twitter (@marketors) and LinkedIn (Marketors' Company). We would also like members to update their personal

profiles (ask [mike.h.ricketts@internet.com](mailto:mike.h.ricketts@internet.com) if you are unsure how to do this) in order to include Twitter handles and LinkedIn profile names, so we can continue to amplify Company messages and organically grow our followings online - by @mentioning you in our Tweets and LinkedIn posts.

With your help we would love to become the number one Livery Company on Twitter. In the meantime, the first Marketor to guess which Livery Company currently has the most Twitter followers wins a bottle of Champagne. Send your answers to: [marketors@whiteoaks.co.uk](mailto:marketors@whiteoaks.co.uk)

# Terry Mansfield CBE

## 1938 – 2020

Michael Harrison  
Past Master

**It is with great sadness that we must report the death, through COVID-19, of Terry Mansfield CBE, who, although not a member of this Livery had a long association with us.**

Terry was highly regarded in the media and publishing world – he was the first non-US citizen to be appointed to the Board of a US media company (no less than the Hearst Corporation) and it took a special Act of Congress for that to happen! What more proof could one need of the high regard in which Hearst held him. He celebrated 51 years of service within Hearst on March 6 2020 – and was still their very active “Global Ambassador”. He was a long-time Member of the Stationers’ Company.

Terry was asked by Past Master Keith

Arundale to be his Guest Speaker at the Bowden Banquet in 2007 – and co-incidentally (because I knew Terry both through work and personally) I asked him to be my Guest Speaker at my Installation Banquet in 2014. So his association with the Marketors is well proven!

Past Masters David Hanger, Keith Arundale, Richard Christou and I (and almost certainly other Past Masters) together with the Chairman of the Marketors’ Trust, John Hooper (who knew him personally both as a member of the Solus Club and the ISBA), will greatly miss him – he was a real gentleman and had a generosity of spirit that was as freely given as could be. It was he who asked us to assist in the Shine Schools Awards charity which is now an Outreach project – and one that will greatly miss his amazing



Terry Mansfield

contacts and gentle advice.

There will be formal obituaries written – this is not intended to be more than a genuine recognition of a good friend of the Marketors who is with us no more.

## Programme of online events

**Tuesday 19 May** 14.30-15.15 **Liveryman Professor Malcolm McDonald** – The state of the marketing profession - past, present and future

**Thursday 28 May** 13.00-14.00 **Liveryman Rhian Pamphilon** – “Unprecedented Times” - marketing case studies from COVID-19

**Monday 1 June** 18.30-20.15 **Quizmaster Liveryman Annie Brooks** – Test your general knowledge with our virtual quiz

**Thursday 4 June** 18.00 **Class of 2016** – Online informal event hosted by PM David Pearson and the Master for those who joined the Company in 2016

**Thursday 11 June** 18.30-20.00 **Liveryman Martin Ashton** – Virtual whisky tasting

**Tuesday 16 June** 14.30-15.15 **Liveryman Professor Malcolm McDonald** – Six actionable steps to producing financially quantified value propositions

**Thursday 18 June** 18.00 **Class of 2011** – Online informal event hosted by Past Master Jim Surguy for those who joined the Company in 2011

**Tuesday 23 June** 10.30-11.15 **Past Master Dr Keith Arundale** – Accessing entrepreneurial finance

**Tuesday 7 July** 14.30-15.15 **Liveryman Professor Malcolm McDonald** – Market segmentation. Still the bedrock of successful marketing

Watch out for the reminder emails so you can register your place on these events. If you have an idea for a session that you would like to lead, please contact [events@marketors.org](mailto:events@marketors.org)

**Please follow us on Twitter (@marketors) and keep an eye on the website for changes or other information**

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