



WORSHIPFUL
COMPANY of
MARKETORS

MARKETOR

SPRING 2017 / ISSUE 75

THE LIVELY COMPANY MAGAZINE FOR MARKETING PROFESSIONALS

**GREAT BRITAIN
GREAT BRANDS
DELIVERING ON 40
OUTREACH PROJECTS
NEW MENTORING
PROGRAMME
GROWS UP
LONDON CRU
WHO KNEW?**





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The Master's Column

MARKETOR

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Contents

Installation Dinner	4, 5, 6 & 7
Introducing our New Freeman	6 & 7
London Cru: urban winery	8
Residential side of the City of London	9
The Mentor Programme Grows Up	13
In the gig economy	14
Marketors' Merchandise	15

Regular Features

Master's Column	2
Delivering Outreach	12
Book Shelf	16
Getting to know	17
Wonders & Blunders in Packaging	19
Diary Planner 2017	20
Who's Who	20

Installation Dinner photographs are by
Ben Fisher www.benfisherphotography.com

Other photographs courtesy of our
members.

I'd like to reiterate what I said at my Installation Dinner, namely that, in common with what I've heard every incoming Master say, it's an enormous privilege to have been elected to serve this wonderful Company as Master. I'm proud, humbled, excited and slightly apprehensive all at the same time. I was touched to see so many friendly faces at Clothworkers' Hall.

My first duties as Master were very pleasant ones. At the Ceremonial Court preceding the dinner, I invested Richard Christou, Philip Andrew and Andrew Cross as Senior, Middle and Junior Wardens respectively and admitted Chris Griffin as a Court Assistant. I know we will all work hard to be as effective a team as possible to serve the Company during the coming year. At the Ceremonial Court I also had the pleasure of clothing six new Liverymen and welcoming five new Freeman into the Company.

There is one characteristic we all share, all that is with the exception of our hard-working Clerk, John Hammond, and equally hard-working Assistant, Liveryman Doreen Blythe: we are all volunteers. No social events would take place, no *Marketor* would land on our doormats, the website wouldn't be updated, etc etc without the small army of people toiling away, often in the background, to help the Company function successfully.

I generally think it's invidious to single out particular individuals, but I should like to thank four people who have just retired from important roles and whose contributions merit thanks from all of us. Chris Robinson, who stood down as Treasurer in the autumn, has been outstanding at keeping our finances on an even keel. Alan Dodds was our brilliant webmaster, working tirelessly to keep the website updated. Diane Morris ran our Fellowship Committee, with its important remit of encouraging fellowship amongst members. And Venetia Howes, as Chief Almoner, supported by her team of Almoners, made our 'Culture of Care', such an important part of Livery life, a reality for so many members of this Company. Thank you all, and thank you to your successors who will I know carry on your good work. Chris Griffin is

our new Treasurer, Court Assistant Roz Morris has taken over the Fellowship chair, our new webmaster is Liveryman Steve Pailthorpe, and Past Master Keith Arundale, assisted by his wife Kathy, has succeeded Venetia as Chief Almoner. The full list of Committee chairs, to all of whom I am extremely grateful, can be found on page 15. You will see that we have a new Mentor Committee led by Freeman Stephen Christou.

My theme for the year is *Great Britain – Great Brands*, chosen to reflect not only my background in tourism marketing but also the values which form the framework for this country's export and inward investment efforts. Values such as continuity, integrity, the rule of law, open-mindedness, diversity and inclusion. The Brexit vote and its aftermath have brought these into sharp focus and led to a re-examination of assumptions many of us have been taking for granted. Marketors have a key role to play going forward in ensuring these values are not lost as the country adapts to this changed world. Some aspects of this will be explored by speakers during the year as we watch events unfold.

The theme has also provided me with the context for some of our own social events. For example, for the first time in several years we shall be viewing the annual Swan-Upping, undertaken by the Dyers' and Vintners' Companies, setting sail from Henley-on-Thames and enjoying lunch on board whilst watching this most traditional of ceremonies. John Steel will lead a walk through the Jewish East End including a visit to the Bevis Marks Synagogue and, in the summer, we are having a private visit to Clarence House. In September my Master's weekend will be in York, and will include visits to the Minster and the National Railway Museum, a formal dinner at the splendid 14th century Merchant Adventurers' Livery Hall and a river boat cruise.

I hope to see many of you at events and meetings during the year, including especially those I admitted to the Livery and the Freedom of the Company at the recent installation.

Sue Garland Worthington
Master ■

Installation Dinner at Clothworkers' Hall



Liveryman Kate Holden and Geoffrey Holden



The Honour Guard keeping an eye on the Clothworkers' golden ram



Liveryman Joyce Kwong



Court Assistant Lesley Wilson and Joe Slater



Liveryman Angela White-Horan and Squadron Leader John Horan MBE



Court Assistants Diane Morris and Roz Morris

Wine making in action at London Cru, SW6



Pancake Racing at Guildhall Yard



Middle Warden taking the lead in the Masters' Race, winning for the second year in a row



Treasurer turning for home run



Marketors supporting our runners at the Pancake Day Races at Guildhall Yard



Court Assistant Lesley Wilson putting her best foot forward



Commander Ansell RN had other things to do on the evening of the Installation Dinner: he was commanding his warship HMS St Albans as it guided the Russian Admiral Kuznetsov carrier task group back through the Channel.



Installation at Clothworkers' Hall

The magnificent Clothworkers' Hall was the venue this year for the installation of our new Master Sue Garland-Worthington OBE and a more stunning venue would be hard to find.

Clothworkers are twelfth in line of the Great 12 City Livery Companies and their Hall was completed in 1958, the sixth hall to be built on this particular site. Its immediate predecessor was opened in 1860 and was subsequently destroyed in 1941. Needless to say the hall is a fitting venue for the first Great Event of the Marketors' year.

On arrival Marketors and their guests could not fail to be impressed as they entered Dunster Court through the ornate Victorian ceremonial gates and made their way into the splendid art-deco styled entrance hall with its overwhelming spaciousness, Italian travertine marble pillars and trompe l'oeil paintings.

Prior to dinner we had a very busy Ceremonial Court where the new Master was installed by the now Immediate Past Master David Pearson and this was followed by the installation of the year's Wardens.

The packed room then witnessed six new Liverymen clothed and five Freemen admitted to the Company.

The Court was fortunate enough to have nine Past Masters of the Company attend, together with a full room of invited guests, to enjoy this splendid occasion in one of the beautiful Clothworkers' Hall rooms.

By the time the Court had completed the formal proceedings, Marketors and their guests were starting to arrive for dinner and congregate in the spacious entrance hall, before ascending the staircase, past the immaculate St Dunstan's carpet guard, to be greeted by the Master and Wardens and their consorts in the receiving line.

At this point we should mention that much to the amusement of many guests, the carpet guard was joined on the stairway by Cedric, the ceremonial mascot of the Clothworkers – a full-sized gold sculpture of a ram!

Before dinner, we enjoyed a champagne reception in the beautiful reception room with its silk-hung walls and wonderful portrait of Samuel Pepys, before being called through to the Livery Hall for the main event of the evening.

On this occasion we were honoured to be hosting three Masters from other livery companies at the top table: Master Clothworker, Master Actuary and Master Chartered Secretary. Each



The newly installed Master takes her place at the head of the table

was welcomed warmly by the Senior Warden, Richard Christou.

A perfectly-chosen and exquisitely-prepared dinner was then served, accompanied by suitable wine pairings before the traditional Loving Cup was passed around.

We were then fortunate enough to be treated to the tradition of the Rose Bowl, a lovely experience, but made even the better as we were allowed to use the magnificent Clothworkers' rose bowls – a treat usually kept for Clothworkers' events only.

Guest of honour and speaker for the evening was Liveryman Judith Donovan CBE. Judith is an experienced chairwoman and non-executive director. She chairs the Eden Project and the Royal Mail Strategic Mailing Partnership and sits on public, private and third sector boards, combining transformational leadership with business acumen, governance rigour, financial control and building high-performing boards.

Her speech reflected the Master's theme for the year of *Great Britain – Great Brands* and she regaled us with many a marketing anecdote that reinforced this.

Our newest Master, Sue Garland-Worthington OBE, brought a fabulous evening to a close with her view of the forthcoming year and how her theme of *Great Britain – Great Brands* was chosen to reflect her background in tourism marketing, the values which form the framework for all this country's export and inward investment efforts. Values such as continuity, integrity, the rule of law, open-mindedness, diversity and inclusion. The Master also described how her coming year will be supported by a grand array of events, functions and lectures.

The Master emphasised that our relationship with the City is indeed a key part of what we are about as a livery company and hoped that the newly-clad Liverymen will remember this, as they can now play an active part in the world's longest-surviving form of civic governance. She urged all the other Liverymen present to do the same.

What can only be described an unforgettable evening was brought to a close with a traditional stirrup cup in the ante-room of the Clothworkers' Hall where we gathered to reflect on a most enjoyable time and to look forward to a full and exciting year with the newly-installed Master.

Andrew Cross
Junior Warden ■



Installing the Master



l/r Liverymen Mark Magnacca, Vanella Jackson, Jay Chinnadorai, Master, Liverymen Alex Conabear, Joyce Kwong and Simeon Lando



2017 Court with Master Sue Garland Worthington

Introducing the N



1/r Master Management Consultant, Master Clothworker, Master Marketor, Master Actuary, Master Chartered Secretary



Ian Dockreay

Ian has enjoyed a long career in aviation and more recently publishing, always focused in the marketing sphere. He continues as an entrepreneur and mentor for new businesses, extolling the virtues of marketing-driven commerce on an international scale.



Loving Couple Liveryman Jay Chinnadorai and Liz Chinnadorai



Laura Giffard

Laura is a Brand and Design expert with a love of food, health and beauty. In her role as Visual Strategist for design agency Parker Williams, Laura focuses on translating consumer insights into brilliant ideas for brands and retailers. Bilingual in English and Italian, fluent in French, Spanish and Portuguese. Naturally inquisitive. Relentlessly enthusiastic.



Junior Warden, Senior Warden, Master, Middle Warden, Treasurer



Serafino Manca

Serafino is a senior international marketing and events professional, implementing programmes across CEEMEA, Africa and the Americas. His current role is Marketing and Comms Lead for the Lebanese International Finance Executives here in London. His background is in Italian commerce, conference organisation and international business marketing.

ew Freemen



David Parish

David has been at the forefront of digital marketing for 20 years and has pioneered many developments in the industry from social through to viral marketing and beyond. David specialises in youth and fan engagement, brand advocacy, and loyalty spheres. He is a keen cricketer and, in more clement weather, can usually be found on or beside a cricket pitch.



Philippa Seal

Philippa has been in marketing communications for 15 years, working in agencies. Over the last five years she has dedicated her small business expertise to helping owners and entrepreneurs develop their ideas and passion into sustainable businesses. She loves the visual arts and supports the theatre.



Wit and wisdom from Judith Donaldson CBE

We were delighted to welcome our Liveryman Judith Donaldson CBE as our guest speaker at the Installation Dinner. Judith is from Yorkshire and has made a name as a very successful entrepreneur. She founded her own marketing agency in 1982, growing its turnover to £12.5m with 50 staff by 2000. Judith sold the agency to her managers and has pursued a non-executive career since then.

Judith is currently Chair of the Eden Project Limited, the Keep Me Posted Campaign (the Royal Mail's Strategic Mailing Partnership), Destination Dales Tourism Group and Ripon Cathedral Council. Previously, she was Chair of the Yorkshire Tourist Board and Bradford TEC; President of the Bradford Chamber of Commerce; Vice Chair of Postwatch; a Director of the Health and Safety Executive, the BIG Lottery Fund and the British Wool Marketing Board. She was also a Trustee of the Northern Ballet and the Yorkshire Dales Millennium Trust and a Millennium Commissioner.

Judith drew on this huge experience to entertain us with examples of the wit and wisdom of marketing and advertising. She opened by quoting a campaign from the wonderful world of advertising in the 1930s, telling us about a London Electricity Board ad that ran saying: 'Gentlemen, why kill your wife with work, let electricity do it for you'.

Judith addressed the Master's theme 'Great Britain Great Brands' and, making the point that most advertising celebrated

Great Britain's great brands – even if the London Electricity Board example is a little lacking.

Judith spent a good deal of her career involved in aspects of tourism. She told us about an omnibus survey of 30 countries – the UK was rated fourth and fifth for heritage and tourism but only 24th for its landscape. Given the astounding beauty of the UK's countryside, this was a surprise. Judith then talked about some in-depth research on Chinese visitors. Apparently, they thought pictures of the Lake District were boring until sheep and shepherds were added!

Judith has always believed that rather than 'beauty is in the eye of the beholder', 'brand is in the eye of the beholder'. Our relationship with brands is very much two way and, knowing what incoming tourists look for is one thing, Judith wondered if we are as clear about how our brand is perceived when we export it. How do people see us when we are tourists?

Wittily, Judith quoted from a complaint to a package holiday company. It said: 'No-one told us there would be fish in the sea... the children were frightened'.

Judith also talked about the Bollywood awards coming to Yorkshire at the time she was Chair of Yorkshire Tourist Board. Without doubt, Judith's observational humour has served her well in her career and certainly we all appreciated her witty and insightful speech. ■



Wine tasting in an urban winery

On February 22, a group of 32 Marketors and their guests enjoyed a convivial wine-tasting evening at London Cru, the only winery in London. It's tucked away down a little alleyway behind a block of flats at the end of Seagrave Road near West Brompton Tube station. Just about the last place you would imagine to chance upon a winery.

Once inside, we found ourselves surrounded by state-of-the-art stainless steel fermentation tanks with precision temperature control, a large wine press and around 90 wooden barrels. Our guide for the evening was Emma Partington who explained that London Cru first started in 2012, after the two owners had come up with the idea of being the first winery in London.

The co-owners are Cliff Roberson who had had a wine shop in High Street Kensington for many years but was forced to shut down due to a stiff rent hike. (He still sells online.) The other owner is an Australian called Will Tomlinson who got his first taste of the wine industry working in fine-dining restaurants in Brisbane while studying Business Management.

Fellow Australian Gavin Monery is London Cru's wine maker who decided that, if grapes can travel a long way across Australia, then it should be OK shipping them across the Channel.

Their first challenge was to find high-quality European vineyards. So they went in search of the perfect grapes and eventually chose varieties from Northern Italy, Northern Spain, the South of France and England.

Working with the growers throughout the season, the London Cru team ensures the grapes are hand picked and carefully sorted so that only the fruit in the best condition

is selected. They often book the lorries and pickers with just 24 hours' notice to ensure the grapes are picked at the optimum time. The bunches of grapes are then put into shallow crates, designed to avoid damage, and travel across Europe in lorries refrigerated at 5 degrees. When they arrive in Fulham, the grapes are hand sorted and put straight into the fermentation tanks. The amount of sugar, acidity and nutrients in the juice is carefully measured which helps to inform their wine-making decisions. As every grape is different, these decisions will change, depending on the flavour of the particular grape.

The wine is stored for ten months in barrels made of French oak. As there is no bottling facility at London Cru, the team hires a mobile bottling plant every summer. On average, they sell around 25,000 bottles a year. Despite the fact that London Cru's first vintage was only in 2013, the wines have already won IWC medals and great critical acclaim.

During the course of the evening we tasted two whites and four reds. Each of the wines we tried was made from a single grape variety, from a single vineyard. Emma explained some of the history behind the different vineyards. For example the Chardonnay grapes come from a vineyard in the South of France that has been run by the same family for 28 generations. And their Barbera grapes come from a vineyard in Piedmont in Northern Italy run by a family that also has a truffle forest and a herd of organic cows. (Imagine the lunches there...)

London Cru has recently undergone a rebrand. Their 2015 wines have labels with a vine leaf in the shape of the capital, where the stem depicts the Thames and the veins in the leaf represent London streets. The names of the wines have been rebranded as well, to reflect



"What I really enjoyed about visiting London Cru in Earl's Court was seeing a winery making wine in London! We heard how grapes were hand picked in Northern Spain, transported on a lorry and, 36 hours later, were put into 2,000 litre fermentation tanks to start turning the grapes into alcohol. Ten months later, these grapes would become wine sold in bottles with cheeky London Street inspired labels like Albemarle St or Barbican.

As a recently-joined Freeman of the Marketors, I knew the livery company organised events but did not know what to expect. I was thrilled to bits with this event as it was quirky, informal and educational. I came away having tasted six different wines, bought four bottles, and met some very interesting people."

Freeman Philippa Seal

London Cru's location. So the Chardonnay is now labelled Charlotte St, the Syrah is Sydney St, the Grenache has become Gresham St, the Barbera is Barbican, the Cabernet Sauvignon is Cabot Sq and the Albariño is Albemarle St.

We were given an opportunity to gain a real insight into the grape-growing and wine-making process and it was fascinating to learn how this small team in SW6 is making a success of this business, using carefully-sourced grapes from Italy, Spain, France and England. We tasted some excellent wines, too.

Liveryman Carole Seawert ■

"I've visited many wineries around the world but never experienced anything quite like the urban winery, London Cru. Who would imagine wine is being made in Fulham from grapes being imported from Western Europe? What a fascinating concept. Not only are their wines rather special but their branding is, too!"

Court Assistant Annie Brooks

Does anyone live here?

The residential side of the City of London

The short answer to the question is: 'Yes, they do.' In our Winter issue, our article 'Inside City planning' noted there are just under 9,000 residents in a square mile that teems with almost half a million people during the day.

The built environment

People have lived in the City as long as London has been around. Even Shakespeare was an occasional resident: he was first recorded as living in the parish of St Helens, Bishopsgate in 1596 and, by 1604, in Silver Street on the corner of London Wall and Noble Street – so across the street from our Company's offices in Plaisterers' Hall.

The City of London Corporation's (CLC) somewhat unusual voter franchise rules that, where businesses vote in Common Council and Aldermanic Court elections, the CLC tries to keep residential property in specific wards so avoiding residents being outvoted by businesses. These are the wards of Aldersgate, Cripplegate and Portsoken. Within these three wards, the CLC has direct ownership and responsibility for three estates – the Barbican, Golden Lane and Middlesex Street. Together, they comprise almost 3,000 homes for over 5,000 people. Portsoken Ward is also home to the Guinness Partnership's Mansell Street estate of 194 homes – originally built in 1977.

Interestingly, the CLC's housing stock reaches, as with many other aspects of the City, far beyond the Square Mile. It owns and manages ten further housing estates in six different London boroughs. These were all built in the 1920-1980s – some on land it has owned since medieval times. Three quarters of these 2,000+ homes are in Southwark and Islington, with the remainder spread across Lewisham, Tower Hamlets, Lambeth and Hackney.

The CLC does recognise the need for more housing, as businesses in the Square Mile consistently indicate that the lack of it

(availability, affordability, to buy or rent) is one of the biggest limiters to hiring. Keep in mind that not everyone working in the City is on a banker's salary! There are clerical staff, shop staff, cleaners, hospitality staff and emergency services to mention just a few. We are aware of at least one City of London policeman who commutes from Winchester (!) because the cost of living in London is just too high.

Against this backdrop, the CLC is now engaged in a 'home building spree'. The ambition is, by 2025, to build 3,700 new homes of mixed tenures and sizes, social and private market, for those on a range of incomes. Many of these will be built within the CLC's social housing estates. In addition, the Guinness Partnership intends to create 506 new homes on the Mansell Street estate by 2024. This is the largest residential planning application to the CLC since the Barbican in the mid-1970s.

Some of the new homes will be the private (re)development of property in the Square Mile. Six schemes larger than 15 units have been completed since 2010, delivering 650 units – The Heron, Frobisher Crescent, Three Quays, Sir John Lyon House, St Dunstan's Court and Roman House. Another seven schemes are expected over the next five years creating 730 units. One of the larger of these is Bart's Square, transforming the former Bart's Hospital buildings into over 200 residential units. There are also new developments at Sugar Quay and the former Port of London Authority building. Most of these developments are luxury homes where the developers have bought out the need to provide affordable homes on site through Section 106 agreements; but those funds, in turn, are helping finance many of the other homes the CLC is committed to building.

The services

As with any other London local authority, the CLC provides the full range of public services to everyone, including residents. These include Transport and Streets (Parking, Road Safety, Clean Streets, Transport Planning, Traffic Schemes, Roads, Highways and Pavements), Environment and Planning (Planning, City Public Realm, Licensing, Building Control, Sustainability, Waste and Recycling), Environmental Protection (Air Quality, Noise



Over 4000 people live in the Barbican Estate; there's also an arts centre, Guildhall School of Music and Drama, City of London School for Girls and a public library.

Pollution, Other Public Health, Construction, Demolition and Street Works), Libraries and Archives (including programmes for children and young adults), Education and Learning (Primary School, Sponsored Academies, Independent Schools, Special Educational Needs and/or Disabilities, Childcare, Apprenticeships, Adult Skills and Learning), Council Tax, Community and Living, Health and Wellbeing, Children and Families, Adult Social Care, Waste and Recycling.

Amenities

We tend to think of the City as rolling up its pavements after the bankers go home on a Friday evening, not reopening again for business until Monday morning. Obviously many of the pubs, bars and restaurants are open until late during the week. For much of the City, except those areas closest to key visitor attractions such as the Tower of London and St Paul's Cathedral, it is true that they shutter their doors on the weekends. But closer examination shows there are thriving pockets usually in proximity to the residential areas. Portsoken is within an easy walk of Aldgate and Whitechapel, with a plethora of shops (and more to come as Aldgate East continues its fast-paced redevelopment). The Barbican's arts and culture offerings are well known to many. But there are also numerous places tucked away to the north of the estate, including even one of the larger Waitrose branches open seven days a week! And it is reasonably close to happening areas like Clerkenwell, Smithfield/St John's and Spitalfields.

Living in the City may not be everyone's cup of tea, but if you are planning to stand for Common Council or the Aldermanic Court, a prerequisite is to have a residence or office in the City. Most importantly, those we've spoken to who do live there absolutely love it.

Liveryman Debra Marmor
Mayorality & City Committee ■



Grade II listed 10 Trinity Square is now home to luxury flats and London's latest Four Seasons Hotel*

Our Marketors' Heritage

The *Oxford English Dictionary* defines 'heritage', amongst other things, as 'relating to things of historic or cultural value that are worthy of preservation'. It also defines it as 'property that is or may be inherited; an inheritance', and 'valued things such as historic buildings that have been passed down from previous generations'.

Well, the Marketors don't own a building, historic or otherwise, but we do have a number of items that are of historic or cultural value and worthy of preservation. Enter the Heritage Committee.



Our specific remit is to preserve the history of the Company by collecting, annotating and cataloguing the written and visual records covering all aspects of the Company's activities year by year. This includes making a digital copy of these documents and images, which means they will still be available when the last book or image crumbles.

In addition, we are responsible for preserving and maintaining the Company's 'Treasure'. Much of this was generously presented to the Company in its formative years by Founder Members, with later gifts from other donors. One of our latest gifts, for example, was a magnificent bowl (pictured here) donated by Jean Bowden Rose, the daughter of our Founder Master, Reginald Bowden.

Here is a photo of one of our Past Masters, Austin Nunn, inspecting some of our other treasures, which were on display at the Spring Lunch 2015 to mark 40 years since our founding.

We are also in the process of getting a complete history of the Marketors written, of which more later this year.

The digital archiving of the images and documents is now almost up to date



and we will be soft launching the search facility later this year. The plan is for every member to be able to look back into our history and find images and documents that interest them. Watch this space for more details.

Finally, if you would like to know more about what we're doing or would consider joining the Committee, please let me know.

Court Assistant Jane Wharam
Chairman Heritage Committee ■

News from the City of London School

The Company has a long association with City of London School. Through our Knowledge Development Committee, the Marketors' Trust supports marketing learning in the school and provides an annual £500 award – the Worshipful Company of Marketors Award for Marketing Learning. The school has set up a Young Enterprise programme which challenges teams of pupils to set up and run a business. The teams are assessed on their success and learnings, with the Marketors providing input to help pupils develop their knowledge of marketing.

On December 2 2016, the then Master David Pearson visited the school where he shared an informal lunch with nine of the competition pupils along with school tutor, Mark Wacey. The winners of the award in 2016 were '5p Richer' who set up a business providing branded tote shopping bags. The team demonstrated good use of the 7Ps framework and successful application of digital channels, in setting up a transactional website and

using Facebook, Instagram and Depop to good effect. The team used some of the funds raised to support the charity, Farm Africa.

An open forum followed with 40 pupils crammed in to hear David deliver a talk in the library meeting room. This covered the City and City livery companies, marketing as a profession, his own career in marketing and his own personal career learnings. He also told the pupils about how, after getting a Master's degree in Law from Oxford University, he did the only sensible thing to do with that and became a toothpaste salesman! He was of course, referring to his 17 years' FMCG marketing experience with Procter & Gamble, Mars and Pillsbury.

The pupils' questions were wide and varied and included requests to learn more about the biggest marketing



challenges faced in his ten years as CEO at Sony, his favourite and least satisfying roles, and to hear more about Prime Minister Teresa May's involvement with the Worshipful Company of Marketors. His views were also tested on whether advertising is ever dishonest and what impact digital technology will have on the future of marketing in the UK and internationally. All too soon

the bell went to mark the resumption of classes and applause from the pupils was followed by a 'thank you' from David, with a copy of his book 'The 20 Ps of Marketing' gifted to the school library to help marketing learning to continue to develop in the school.

Liveryman Michael Lynch
Knowledge Development Committee ■

Progressing to Liveryman

Becoming a Liveryman is, for many, the whole reason for wanting to join a livery company, which is why all Freemen of the Marketors are strongly encouraged to progress to the next stage. The first step is to gain your Freedom of the City. This is a straightforward process: phone Guildhall on 020 7606 3030 and ask for the Chamberlain's Office. They will book an appointment at which you need to show your birth certificate and your Marketors' certificate and pay your 'fine' of £100. Your application then goes to the Court of Common Council. Assuming they approve your application, you need to arrange a date for your Freedom of the City ceremony. You can invite family and friends to this. It's a great occasion.

Having achieved your Freedom of the City, you will be entitled to apply to progress to full Livery status within the Company.

In order to be accepted as a Liveryman, you need to be able to demonstrate your commitment to the activities of the Company, such as attending some of the great events, or joining a Committee, or helping with an Outreach project, or organising an event. (And ensuring your quarterage is paid up to date!)

What are the advantages to becoming a Liveryman? Firstly, you are regarded as a 'full' member of the Company. Secondly, you are entitled to apply to attend events with limited places that are only open to Liverymen. Thirdly, you can take a bigger part in the activities of the City of London

which includes voting for the Lord Mayor and Sheriffs each year.

Once you have gained your Freedom of the City, email Ian Ryder, the Chairman of the Livery Committee, on ian.ryder@gmail.com to ask for a livery application form. There are no interviews and no need to find someone to propose or second you. Simply fill in the form and your application will be considered by the Livery Committee. And, assuming they pass it, it then goes to the Court. The final stage is that you will be clothed in a Ceremonial Court at one of our great events and admitted as a Liveryman.

Liveryman Carole Seawert
Livery Committee ■

Freedom of the City of London



Martin Ashton with his Freedom Certificate with (l/r) David Simmonds, Nadeem Gulzar, Peter Fribbons, Court Assistant Annie Brooks, Aliko Levi and Christopher Bane



Three generations of Magnaccas - Maximilian (elder son) S Allan Magnacca (father) Mark with his Freedom Certificate and Lorenzo (younger son)

Outreach Committee

Outreach projects making a unique contribution

Every year, our Outreach projects grow in both scale and number. In 2016, 40 projects were initiated and some completed. All in all, over 540 hours were given by members of our Company. The breadth and depth of companies, charities and interests were remarkable, from helping service men and women return to civilian life to working with other livery companies, families in need, helping those with learning disabilities.

Junior Warden Andrew Cross and the other 2016 Committee members have set a high standard. Andrew has now passed the Chair of Outreach to Court Assistant Brian Sweeney. The ongoing projects continue to receive advice and guidance in varying degrees from Marketors.

The Immediate Past Master and Master expressed the view that the Outreach work is some of the most important work done by the company. While many livery companies have sizeable endowments to give cash, the Marketors give their experience which is a unique and valuable contribution noted throughout the City of London. Of course, it is respected and valued by those to whom we give support. Following a two-hour workshop facilitated by Liveryman Mark Magnacca and Freeman Vincenzo Brugaletta, Director of Fundraising and Communications at Freedom from Torture, Sherine Krause, commented:

'Thank you so much for yesterday. I thought the session went brilliantly - you guys were spot on and I was really pleased with the level of engagement and input from my colleagues. Most of them



hadn't much idea what to expect from the session but I had really positive feedback afterwards.'

To echo the view of many who have been involved with Outreach - it is very rewarding work for the volunteers and the real value that our members deliver is truly appreciated by the clients.

Going forward, the Outreach team wants to encourage volunteers to deliver specific time-bound tasks. They are setting up a LinkedIn closed group so they can quickly see the skill sets of volunteers and so make perfect matches between the volunteers and the clients. This should help streamline the whole process and ensure that the expectations of both the clients and the volunteers are understood and respected.

If you would like to be involved, here is a list of just some of the projects we have been asked to support:

Link Age Southwark

This is a vibrant local charity that provides friendly volunteer support to over 500 isolated older people living in Southwark. Outreach needs volunteers to help this charity with its marketing strategy.

Entelechy

This charity is developing a social network for the elderly in Lewisham. Outreach is currently devising a marketing strategy but now needs a Project Manager to help develop the delivery strategy.

London Youth Choir

The Outreach team has started to define the marketing requirements for this charity which is a family of five choirs providing an outstanding choral education through exceptional musical training and performance opportunities. Outreach is looking for volunteers to develop and guide implementation of a marketing plan. Freeman and Liverymen with a musical background will find this a very interesting project.

Fair for You

Fair for You makes small loans to allow mainly young homemakers to buy new household items on our 'digital high street' and repay in instalments. The project is to support the development of



a fundraising and marketing strategy for the charity. The charity's Board of Trustees has set high targets for 2017 and Outreach has been asked to find a Project Manager to help their planning and strategy development.

Futurversity

This charity's programmes have been proven to raise aspirations, reduce youth crime, break down racial tensions and get unemployed young people off benefits and into work. To date they have worked with over 160,000 young people across London. Outreach is seeking a Project Manager to help define ongoing marketing projects and establish these project management skills within the charity.

Blind In Business

Blind in Business helps people who are blind or have partial sight into work. The Outreach team has been helping the charity determine its marketing strategy and now needs a Project Manager to help guide the delivery of this strategy.

This is just a small selection of projects; we currently have 24 live projects and 10 in preparation. On average a project lasts six months in which Marketors plan and strategise to help worthy organisations improve their contact with their market. If you would like to know more, please contact the Outreach Committee on outreach@marketors.com or call the Chair, Brian Sweeney, for an informal chat. We look forward to hearing from you.

Liveryman Mark Magnacca
Outreach Committee ■

Update on the Mentor Programme



In 2015, I was challenged by the then Master to set up a Mentor Programme for our Company – it's been great to watch this initiative flourish.

With some guidance and help from members of our Company and a special 'thank you' to our Junior Warden Andrew Cross, I am pleased to tell you that the programme had completed nine matches by the end of 2016. Each match consists of a mentor (a member of our Company) and a client (how we refer to the individual who receives mentoring). Clients are made by recommendation only, usually through one of our members.

The programme has now reached a stage where there's enough momentum to create a stand-alone committee for 2017; and this is where things start to really get exciting!

For any strong initiative to last, clear objectives and goals must be set. And here are the top-level objectives for 2017 – all agreed and backed by the current Master and Wardens:

- Have a combination of more than 20 active and completed matches by December 2017
- Build the committee and its members
- Have presence on the Company's website
- Raise awareness of the programme externally by working with our PR agency, Whiteoaks; this will include a press and social media push.

This programme also complements the wider aims of our Company through three key areas:

- Deliver marketing-specific mentoring through a time-bound set of interactions with appropriate clients
- Give an insight into livery life
- Leave clients with a positive and lasting feeling, both for our Company and from their mentoring experience.

As you can see, the direction of the programme is clear. But what can you expect if you are a mentor or client and actively participating?

From a mentor's perspective, it aligns with supporting the aims and aspirations of our Company. It is a genuine

opportunity to make a difference to a client's development and outlook in their marketing career. There is also that specific personal satisfaction that comes with mentoring!

The programme mentors are drawn from our Company's membership. They must be willing to look after the interests of the identified candidates by giving time and encouragement. Mentors should provide guidance and support to pre-defined clients looking to advance in their careers and help them gain a better understanding themselves and, of course, marketing.

From a client's perspective, it gives an opportunity to gain insights into their marketing career, aspirations and themselves in a business context. They will be able to get to know an experienced marketer and build a longer term relationship over time. It also allows the clients to understand a modern livery company and the accompanying traditions.

There are clear process documents and guidelines to facilitate the programme; however, it has been deliberately designed to be admin-light. Importantly, all discussions are confidential and take place outside any management process or company that both the mentor and client are linked to. Time commitments may vary; but, it is recommended that interactions:

- Are face to face (a minimum of once a quarter)
- Are by phone/online (once month or as frequently as required by the client and by the tasks in hand)
- Last for up to a maximum of one-year period from the initial meeting.

It is standard practice that the client should be the driver behind the mentoring relationship. Therefore, it is the client's responsibility to organise subsequent and regular meetings well in advance and with appropriate courtesy.

So how can you get involved?

- We are now actively looking for both MENTORS to participate and CLIENTS for recommendation in 2017
- Suggested time commitments would



be monthly interactions with quarterly face to face meetings over a pre-defined period up to a maximum of one year period

Should you wish to put yourself forward as a mentor or make a client recommendation, please contact the programme leads for more details:

Freeman Stephen Christou
(stephen_christou@hotmail.com)

Junior Warden - Andrew Cross
(andrewjcross@btinternet.com)

I am happy to talk to any member who wants to get involved or recommend a client to the programme. It is thoroughly worthwhile and rewarding. Having personally mentored three clients through this programme, I can personally say it is one of the most rewarding activities I have ever done.

Freeman Stephen Christou
Chairman, Mentor Committee ■

Stephen Christou is Field Marketing Manager UKI for Aruba – a Hewlett Packard Company. He has been a Freeman of the Worshipful Company of Marketors since 2012 and he hopes to progress to Liveryman in 2017.



NEWS IN BRIEF



In 2015, Liveryman Lesley Wilson won the inaugural Marketors' Trust Bursary to attend the Harvard Business School (HBS) Advanced Management Programme (AMP). This bursary was generously donated by Professor Martyn Davis, who attended the AMP in 1961 - something he cites as a life-changing experience.

Such is the camaraderie that develops on the intensive eight-week programme, there are many reunion events organised by both classmates and the business school. In February this year, Living Group 7A organised a reunion in Kuala Lumpur, alongside other ASEAN colleagues from AMP 189. The classmates enjoyed sightseeing time in KL, dinner in the home of their host, Farehana Hanapiah who is the CEO of Petronas Leadership Centre, and a spectacular evening atop the Petronas Twin Towers.

Since attending the programme and taking the learning from the classroom and the people connections made around the world, Lesley left her corporate role at BT and has set up in business with fellow Liveryman Mark Magnacca to launch gigCMO. Harvard Business School has proven to be as much of a life-changing experience for Lesley as it was for Martyn Davis over 50 years ago. ■



In the gig economy middle age rocks

Be proud of your paunch

Time for a re-think

David Bainbridge is a vet with a particular interest in evolutionary zoology and in his book 'Middle Age - A Natural History' he explores middle age with fresh eyes. By looking across the latest research from the fields of anthropology, neuroscience, psychology, and reproductive biology, it seems that, from an evolutionary point of view, reaching middle age (and the people we become at this stage of life) makes us surprisingly, reassuringly and encouragingly important for the survival of the family unit, society and the world at large! I love his book. I can look at my slightly failing eyesight and propensity for new waistband button-holes with much kinder eyes. Apparently middle-aged midriiffs are good things, because a few thousand years ago if you were 'old' and had to run from a predator you could probably manage it with a bit of extra weight around your middle, but you'd be out of puff and in a heap if you were trying to run with legs or arms that were too heavy for propulsion. And then you'd be dead. Eaten. Whatever. So having the paunch gene and passing it on helps ensure the survival and continued evolution of the human race.

Age costs

Running from predators thousands of years ago is one thing, but in our modern Western world there is a much more insidious, dangerous and prevalent enemy of middle age. The cult of youth. This plays itself out to devastating effect in the media, as we know. Images of youth and beauty and the pressure on our children to conform to ideals of how to look outweigh a million and one other amazing human attributes and characteristics that make us uniquely *human*. But there's a different play in the workplace arena when it comes to age. Here's the rub for businesses. With age comes experience. Experienced employees who know what they're doing are great at managing the business. Experience is naturally gained over a growing period of time. With extended time and employee progression in traditional structures comes additional cost in terms of pay and benefits. That's just how it is. As employees are a significant slug of the cost base, every organisation has looked at ways of reducing its wage bill. Injection of fresh talent is key and recruiting younger (cheaper) employees is a natural part of the lifecycle of a business. But a bit like human evolution, businesses need



to learn and evolve too to ensure the strongest survival genes are kept in the DNA. The experienced employees are the grandparents, the extended family members who can pass on their wisdom and help the younger generations come through their life cycles and thus ensure the continued success of the firm. But over the last 20 years many 'elders' have left the business. Either culled by severe cost transformation policies or disenchanted with the cult of youth and being overlooked for further advancement in favour of a younger (cheaper, less experienced, less wise) model. In an interesting twist on this model, livery companies have long practised a method to retain wisdom and experience in the lifecycle of the leadership of the company. The process of the annual appointment-shuffle into Master and Wardens, supported by Court Assistants and the Business Court process is actually a long-surviving method of retaining the core DNA of the Livery 'family'. It's no small coincidence that liveries have survived for hundreds of years. How many businesses can say that?

Value in fractions

So, consider this. Before the Middle Ages we had the Dark Ages, and after the Middle Ages we had the Renaissance. Here's a thought - the middle-aged worker is having a renaissance - thanks to the gig economy. Many of us have taken our collective mid-life paunches out of the traditional employment model and put them to work in the gig world. Because in the gig world with fractional ways of working, the experience, know-how, wisdom, capability and reliability of the middle-aged employee is precisely where the value lies. So, mid-life isn't a crisis, it's a cause for celebration - at last. Celebrate your mid-life.

Court Assistant Lesley Wilson
Chairman - Membership Committee ■

Time for a new Marketors' tie, umbrella, notepad or cufflinks?

Here are the new Marketors' merchandise items, all are available immediately from stock.



Umbrella £24.00 (ex P+P)



Notepad £14.00 (ex P+P)



Cufflinks £32.00 (ex P+P)



Silk tie £28.00 (ex P+P)

Please send your orders to:

Edward Fulbrook FCIM FIDM
3 Greenholme Court
89 Greenhill Main Road
Sheffield S8 7RE

Tel / Fax 0114 237 5998
Mobile 07515 011 907
edwardfulbrook@btinternet.com



And in case you missed it...

Liveryman and CEO of ITN John Hardie was profiled and interviewed in Marketing Week in January. Hardie was appointed CEO in 2009, and since then has played a significant role in turning around the fortunes of ITN and has ambitious plans for the future. Now in its seventh consecutive year of growth with impressive revenue figures of around £120m, Hardie has achieved success in transforming ITN and building its reputation for innovation in news.

An excerpt from the article reads: 'In a year of traumatic events and intense political and economic headwinds, it is encouraging to see a business leader look so optimistically to the future. Most obviously, Hardie remains a firm believer in the power of TV and its role as a mass communication platform in an unstable world.'

John is quoted as saying: 'If you consider this last year - the post-truth age and the rise of fake news - we have learned more than ever before the famous Mark Twain quote that a lie can travel the globe while the truth is still lacing up its boots.'

John is a marketer by training and became a Freeman of the Company in 2004 progressing to the Livery in 2007. He had a career with Procter & Gamble for 14 years; this included time as Managing Director of the cosmetics and toiletries business in Europe. He first worked in TV as Marketing and Commercial Director at ITV and then Executive Vice President and Managing Director at Walt Disney Television EMEA. John also recently completed his term as Chairman of the Royal Television Society.

The full interview is available online: www.marketingweek.com/2017/01/23/itn-boss-fighting-fake-news-value-to-advertising ■

Who's who in 2017 on Marketors' Committees and other positions

Mayoralty and City – Chaired by Past Master Andrew Marsden

Events and City Lecture – Chaired by Court Assistant Annie Brooks

PR and Communications – Chaired by Court Assistant John Farrell

Finance & General Purpose – Chaired by Senior Warden Richard Christou

Knowledge Development (formerly Education) – Chaired by Liveryman John Egan

Heritage – Chaired by Court Assistant Jane Wharam

Marketing and Law – Chaired by Liveryman Ardi Kolah

Affiliates – Chaired by Court Assistant Hugh West

Outreach – Chaired by Court Assistant Brian Sweeney

St Bride's – Liaison by Liveryman John Wheen

Marketors' Trust – Chaired by Court Assistant John Hooper

Membership – Chaired by Court Assistant Lesley Wilson

Fellowship – Chaired by Court Assistant Roz Morris

Livery – Chaired by Court Assistant Ian Ryder

Mentoring – Chaired by Freeman Stephen Christou

CNC – Chaired by Immediate Past Master David Pearson

Lead Almoner – Chaired by Past Master Keith Arundale

Mais Master on Masters and Wardens – Past Master Peter Goudge

Treasurer – Court Assistant Chris Griffin

Chief Usher – Liveryman Mark Chapman

Deputy Chief Usher – Liveryman Henry Chung

Swordbearer – Liveryman Keith Rowland

Marketer Editor – Liveryman Ann Goodger

Webmaster – Liveryman Steve Pailthorpe

Merchandise – Court Assistant Edward Fulbrook

CIM Liaison – Master Sue Garland Worthington

Book Shelf

Liveryman John Jeffock recommends his most important bedside reading



Liveryman John Jeffock

The two books by my bed are 'Thinking, Fast and Slow' by the Nobel Prize Winner Daniel Kahneman and 'The Better Angels of Our Nature' by Steven Pinker. They

should be read in this order but your reading may be slowed down by the amount of notes you will need to take.

Thinking, Fast and Slow – Daniel Kahneman

From a marketing perspective, this first book, 'Thinking, Fast and Slow' is essential reading in aiding our understanding of how we all think. It explains the psychology behind many marketing activities and as a result can enable your marketing to be far more sophisticated. I asked a friend who happens to be a doctor and leader in epigenetics* what he thought of it and he explained to me that of, all the poplar psychology books, this was by far the most respected by the medical community. Key marketing learnings, which you were probably taught as a graduate but did not know why, are:

Word Association

– if you mention a word, your brain pulls to the forefront all associated words. This is absolutely key to all our branding activity and goes on to impact our behaviour. For example, if 'commission' is often spoken about, money comes to the forefront, and people who think more about money act in a more selfish way. So to ensure a more collaborative sales and marketing environment stop talking about commission!

Word Familiarity – the more times you hear a word or name, the more familiar

it becomes and the more favour you will tend to show towards it. Even a person who has never met someone may think they have and may speak well of them if they have heard their name often enough.

Lazy Thinking – once you have read the book you will spot this everywhere. It is where the brain recognises a pattern and immediately outputs an answer before filtering all the facts correctly. The answer can be right but can also more often be wrong. Intuition is a fraudster that takes lots of random data that may be completely irrelevant and then concludes the answer. In a way, your brain behaves like old-fashioned marketing. Now that we have the data we should use it and make evidence-based decisions, even when

on occasion this runs against our intuition.

I should warn you that, if you are a fan of Freakonomics, do not read this book as it clearly demonstrates that a number of the theories in Freakonomics are fundamentally flawed.

The Better Angels of Our Nature – Steven Pinker

The second book, 'The Better Angels of Our Nature', I first heard about on Desert Island Discs on Radio 4. Bill Gates,

probably the greatest philanthropist of our time, was the castaway and Bill has read a book every week of his life since he was 14. Wow, this fact put my limited reading to shame and now I know one of

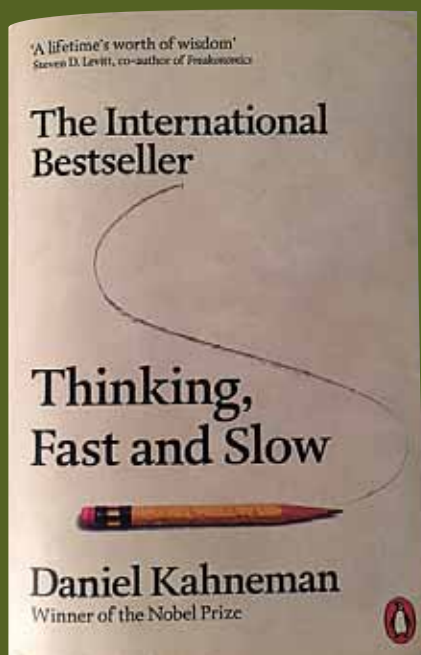
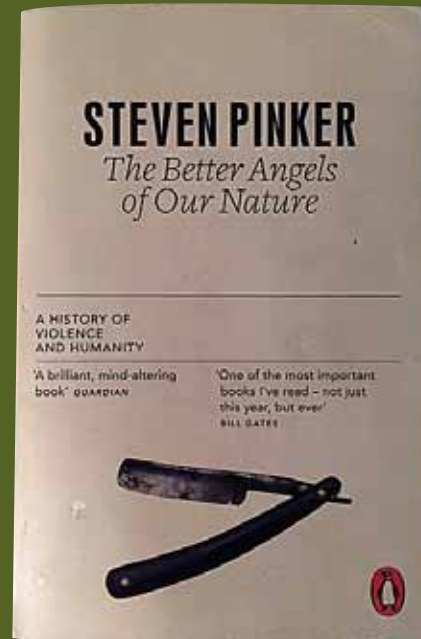
the reasons why he has been so successful. So I said to myself, I'm going to buy the book he takes on the island! I did and it's brilliant. It's about the history of humanity and violence which sounds quite gory but it is without doubt the best social history book I have ever read. Like 'Thinking Fast and Slow', it pulls on impressive number of sources. Why bother reading a history book? Because as business leaders we need to be able to contextualise our thinking and decisions and probably the most important context is time – too often these days our time horizon is limited to 100 days.

This fascinating book explores the essence of human nature, combining psychology and history to provide a picture of an

increasingly nonviolent world. The key, Pinker explains, is to understand our intrinsic motives – the inner demons that incline us towards violence and the better angels that steer us away, and how changing circumstances have allowed our better angels to prevail. The book explodes the fatalist myths about humankind's inherent violence and the curse of modernity. However, will the recent political changes across the globe reverse this trend? As business leaders and, by default, leaders in our society, we must recognise the early signals and ensure that the better angels prevail.

John is CEO of Winmark, a world-leading C-Suite network business. Winmark manages CxO networks, covering the entire C-suite and organisations become involved through joining all networks or individual networks such as CEO, CMO, CLO, COO, CIO, CFO, CHRO etc. Over 700 multinationals and half the FTSE 100 are Winmark members and in London alone Winmark delivers over 200 network meetings of 20 business leaders a year. ■

**Epigenetics is the study of biological mechanisms that switch genes on and off.*





Sharing our heritage

On June 23 and 24, Lincoln Cathedral will be hosting the Heritage Skills Festival with the City of London livery companies.

The festival will showcase some of the historic crafts that went into the construction of our built heritage. Importantly, the two-day festival will demonstrate how all of these skills are kept alive.

This is a unique opportunity to see the livery companies sharing their skills at the first event of its kind outside London. The cathedral's own staff and volunteers will be working with, and alongside, the livery companies.

Lincoln is one of only a handful of English cathedrals with its own Works Department. Stonemasons, joiners, lead workers and stained glass conservators and the cathedral's musicians, bell ringers and needle workers will all be displaying their skills, and sharing their passion for their craft. There will be displays, demonstrations, and hands-on have-a-go areas, with something for all ages.

Inside the cathedral there will be displays such as embroidery, glove making, clock making, saddlery, flower arranging, stained glass, and much more. The Parish Clerks will be giving short Mystery Play performances; the Coachmen are bringing new and old vehicles; the Broderers will be working with the cathedral's Needlework team. On the East Green, there will be marquees for those livery companies relating to the heritage construction trades: stonemasonry; lead work and joinery.

The event will be open from 10am to 4pm with free entry to the cathedral on both days, and will end with a grand auction on the Saturday at 3pm on the East Green.

Do come and join in; it will be a great day out and you may even come away with a unique purchase from the auction. You can find out more about the Festival by emailing worksofficecoord@lincolncathedral.com and more about the cathedral www.visitlincoln.com. ■

Getting to know...

The Master Sue Garland Worthington OBE

Where did you grow up? Southampton, then to university in London where I read Russian at the School of Slavonic and East European Studies, now part of UCL.

Who would play you in the film of your life? Meryl Streep.

If you were an animal, you would be a... cat, if I could be as spoilt as our ginger moggie, Fearless Frank – though I'm not sure about the food...

What was the first record you bought with your own money? Holst's Planets on Ace of Clubs conducted by Sir Malcolm Sargent.

What is your favourite London building? St Paul's, viewed from Ludgate Hill. I loved the old reading room in the British Museum: you could see the seats where famous people like Lenin had sat. Now it's a spectacular exhibition space but I still regret its disappearance as a library.

What is your least favourite London building? The WalkieTalkie which I find really ugly and which just doesn't fit in with its surroundings.

What London shop are we likely to find you in? I hate shopping, apart from browsing in bookshops, so probably Daunts in Cheapside.

What is your first London memory? Being taken to eat in the Brasserie of the long-defunct Strand Corner House when I was about four and being fascinated by the band of gypsy violinists who played requests all through the meal. I thought they were there just for my benefit!

What brand do you most admire? Difficult to say as I admire many brands, most particularly long-established brands which have successfully adapted themselves to changing tastes and new markets whilst not compromising their key brand values. A good example is Burberry – I saw how they expanded into Far East markets and made English trench coats sexy, for example.

What's the best piece of advice you have ever been given? Treat other people as you would yourself like to be treated. And two pieces of advice I often gave my staff and followed myself: 'No one has a monopoly of good ideas' and 'Don't believe all your own propaganda – you have to know things as they really are'.

What is your preferred mode of communication? Depends – emails are great but if you have to have a difficult conversation or establish a rapport with someone, then nothing beats face to face. And picking up the phone can often be quicker in getting something sorted than pinging emails to and fro.

Do you have a favourite tippie? Red wine at the end of a hard day – or Pimm's on a summer evening.

What was the last film you enjoyed? This sounds very corny but it was Valentine's Day in our local church hall.

What is your most trusted news source? The FT.

How do you get around? Depends where I am. In London by Tube, bus or on foot; between my home and London by train; in Cambridgeshire (where I live) on foot or by car or on the Guided Bus if going to Cambridge.

Have you had a life-altering event? Probably when I picked up a copy of The Times whilst working at GCHQ, saw an advert for hotel inspectors and decided to apply, more as a joke than anything else, and ended up getting offered one of the jobs at the fledgling English Tourist Board. This was a complete and unplanned change of direction and the start of my career in tourism.

Where is the best place you have been on holiday? Very difficult to choose just one – I was blown away (not literally!) by Yellowstone, Arches and Mesa Verde National Parks in the US, spent an unforgettable week on St Kilda many years ago, and recently was captivated by the Faroe Islands.

What book would you recommend people to read? On marketing you can't beat Immediate Past Master David Pearson's excellent 'The 20 Ps of Marketing'. A non-marketing book I read once a year is the 'Diary of a Nobody' by George and Weedon Grossmith which still makes me laugh out loud and shows how little people and their pretensions have changed in the last 100 years.

What are your favourite qualities in other people? Honesty, lack of pretentiousness, sense of humour.

What is your idea of misery? Being stuck standing on the Piccadilly line in the evening rush hour squeezed up against someone's armpit with the temperature up at about 40C. (This happened all too frequently whilst I had an office in Hammersmith.)

What is your idea of perfect happiness? Sitting with my husband at home in the garden, or on holiday with a book, or a glass of wine at the end of a busy day, or having a long unhurried dinner with old friends. ■





Miles Young

Marketors' Freeman Miles Young, who is Warden of New College Oxford, was interviewed in The Times Business section talking about his new role in university life following his highly successful career with Ogilvy and Mather. He spent 35 years with O&M before stepping down as global Chairman & Chief Executive last autumn.

Under the headline 'Changing career doesn't mean giving the new job a hard sell', he reveals that before his final interview for the job of Warden he was warned 'There is one word which you must on no account use'. He thought this must mean the word 'God', but he was told it was 'strategy', and that New College has had a strategy for hundreds of years and doesn't need some smart-alec businessman saying you need a strategy.

He adds: "The perspectives that business gives are invaluable but should be much more subtle. You can't promote an Oxford college like soap powder." He is keen to bridge the gap between industry and academia when it comes to the perennial debate over skills.

He has some lessons he would like to apply from his advertising career. "In business I encouraged people to listen first, talk second, so that's what I'm doing.

"Disciplines work best when they are combined. In my business we used psychology, sociology, art and science, 'Mad Men' and data men. We need people with skills in logic, analysis and knowhow to make connections and you can get them from any subject in my humble view."

It is 650 years since the New College founder William of Wykeham, invented the college motto 'Manners Makyth Man' which is safe in Miles Young's hands as he thinks it's the 'best advertising slogan ever written'. ■

Women in Advertising



THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

A new initiative at the Museum of Brands, Packaging and Advertising explores the portrayal of women in advertising over the decades. It started on March 8, International Women's Day, with the launch of a short film '10 from 50'. Lindsey Clay, recent Past President of Women in Advertising and Communications in London and CEO of Thinkbox, produced this film which showcases ten ad campaigns featuring women from the past 50 years.

Lindsey says, 'Advertising is a key part of popular culture and a reflection of social norms. The progress that has been made in our advertising of the portrayal of women mirrors how society has developed. Initiating debate is an excellent

way to judge how far we have come from women being glued to the kitchen sink in ad breaks – and how far we have to go.'

Karin Kihlberg, Museum Manager says, 'At a time when gender balance is the subject of many a debate in the media, in business and more recently government, we feel it's important to look at the evolution of the female role model in advertising and how this feeds into our day to day lives.'

The Museum is also holding a series of lunchtime talks and a special Mother's Day event – all examining the role of gender and the portrayal of women in the media. You can find more information here – www.museumofbrands.com/whats-on ■

Starting Early

Liveryman Joyce Kwong is supporting a new start up, mama.codes, with its plans to equip future generations with the skills to help them thrive in our digitally-dominated landscape. Aimed at primary school children aged three to seven, mama.codes wants to help close the digital skills gap with a creative approach to coding education.

Mama.codes was founded by Liane Katz, Luci Hindmarsh and Alice Thompson – three Londoners on a mission to promote digital literacy in young children. They have redefined coding education by teaching it as a language skill rather than a niche STEM subject, so it becomes accessible to everyone: kids from all backgrounds, teachers and parents.

Joyce commented: 'As I helped develop the company's marketing and sales strategies to scale up in the UK market, I saw the opportunity for the creative products in the Asian markets. Taking the unique coding education to Asia will not only help to close the digital skills gap on a global level, but it also means children can learn English at the same time as coding, which is really appealing. We are here to equip children with digital skills for the digital world.' ■





Wonders and Blunders ...in packaging

I have always been fascinated by packaging. When it becomes possible, my first wish will be to travel back to 1851 to see the Great Exhibition and pop into the shops to experience the packaging and merchandising at that time.

At the Museum of Brands, Packaging and Advertising we are lucky to have so many wonderful examples of Victorian packaging



– beautiful porcelain dishes for tooth powder, cold cream, shaving cream and such like. The illustrations and the typography are crafted,

intriguing and just beautiful. For example, on a particular porcelain pack that held cold cream, the snowdrops (the source of one of the ingredients of the cream) are all in black on white porcelain.

Looking at some other packaging from that era, the manufacturers really badged their products using rich deep colours and fonts to make sure they stood out. Some styles have truly endured. At the Museum, we have a small Perrier bottle from 1903 – in all honesty, it could have been manufactured last week – it just looks like today's Perrier bottle.



Some of the wonders of packaging are clever, and conceived with the product's end use in mind. One of the best has to be loo cleaner. Think about Toilet Duck and Harpic with those specially-designed nozzles to get the product under the rim!

The hours people spent coming up with that idea and then marketing it – ingenious and obvious now – like all the best ideas.

Another one from the 1970s is TreeTops cordial – a very futuristic design. The name TreeTops made people think of the open air and the almond-shaped bottle was so different from the usual cordial bottle. You could also use the lid to measure out the exact amount of cordial you needed for the perfect drink!



Staying with drinks of the non-alcoholic kind, do you remember the first PET containers for two whole litres of pop? A great breakthrough but when they first came out the manufacturers had to add a base cup to the bottom of the containers – it wasn't possible to make a petaloid bottom using PET in those days. Hours were also spent making sure that the cap didn't fly off taking out someone's eye – there were little slots within the neck thread that enabled the bottle to vent slowly as the cap was released.

On the alcoholic side, there was the Watney's Party 7 – a super-sized tin of Watney's that no-one quite knew how to open. They were usually bought by young people, who rushed along to the party with a 'barrel' under each arm and then opened them with such enthusiasm that about two pints of beer whooshed out. You could call that an unforgettable party entrance! Its little brother was a soft pouch of carbonated beer – the Watney's Outpack Light Ale. In the late 1970s, the technicians came up with a plastic film that could stand pressure. However, once the pressure was released the pack couldn't stand. So this maybe falls into the blunder division!

Then there were the self-heating tins – experiments by great names like Heinz and Nescafe – giving the consumer soup and coffee that were never quite hot enough. Well meant, but short lived. There was the great fashion in the 1980s for mobile meals – I remember brainstorming sessions ending with the phrase 'it could

be used on picnics'. This was usually the kiss of death as we really aren't a picnicking nation.

Building brands through their unique packaging is a great business, but play around too much with the product and the consumer will lose faith in the brand and find another favourite.

Two good examples are Smarties and most recently, Toblerone. Toblerone's manufacturers decided that, rather than increasing the price, they would retain the same sized packaging but reduce the weight of the bar by increasing the gap between the triangles. So a 400g bar now weighs 360g and the smaller 170g weighs 150g – the resulting hoopla of negative publicity can't have helped sales.

And finally, the horror of horrors in the packaging world – thermoformed plastic packaging. Have you ever bought a pair of scissors in the supermarket in one of the safe packages then discover that you need scissors to get into it? I'm all for health and safety but there is something a bit crackers about that! Then there's razor blade packaging... actually, I think I am going to stop now.



Treasurer Chris Griffin ■

Our Treasurer Chris Griffin is the CEO of the Museum of Brands, Packaging and Advertising. He is also the founder of MarketAid and founder director of pi global, a leading branding and packaging design company he started nearly 33 years ago.

The Museum of Brands, Packaging and Advertising houses the world's most unique collection of branded packaging. Over the coming year, the Museum is running a series of professional development workshops looking at aspects of branding from a commercial perspective. There is more information on the Museum's website – www.museumofbrands.com.

Diary Planner 2017

The Great Events are in **bold**.

Wednesday 22 March	Musical Evening with Aldgate Ward Club, 22 Mansfield Street, W1	Sunday 9 July	City Walk - Jewish East End
Friday 31 March	United Guilds' Service, St Paul's Cathedral	Monday 17 July	Banquet to the Lord Mayor, Mansion House
Tuesday 4 April	Marketors' Pub Quiz The Old Dr Butler's Head	Wednesday 19 July	Swan Voyage, Henley
Wednesday 26 April	Annual Rededication Service and Spring Luncheon, St Bride's and Apothecaries' Hall	Monday 14 August	Visit to Clarence House and Supper
Wednesday 17 May	Inter-Livery Clay Shoot Holland & Holland Shooting Ground, Northwood	15 – 18 September	Master's Weekend in York
Thursday 18 May	Prince Arthur Cup Inter-Livery Golf Day, Walton Heath	Friday 29 September	Election of Lord Mayor, Guildhall
Wednesday 14 June	Common Hall and Professional Livery Dinner, Furniture Makers' Hall	TBC 10 or 12 October	Annual City Lecture Investec, Gresham Street
Monday 26 June	Election of Sheriffs, Guildhall	Wednesday 25 October	Bowden Charter Dinner Vintners' Hall
Monday 3 July	Marketors' Golf Day, Verulam Golf Club, St Albans	Saturday 11 November	The Lord Mayor's Show
		Sunday 12 November	Remembrance Sunday Service, St Bride's Church
		Monday 11 December	Communications Industry Carol Service, St Bride's

Golfers... your Company needs you!

As a City Livery Company, we have been invited to enter golf teams to the Lord Mayor's Charity Golf Day, the Inter-Livery Cup and a few other Livery Companies' Golf Days.

At golfing events like these there's the opportunity to meet members of other liveries – and, of course, it is all about fellowship. Here is some information on just two of the upcoming golf days:

Firstly, the Prince Arthur Cup, the Annual Inter-Livery Golf Tournament at Walton Heath, will be held on Thursday May 18.

We are looking for a team of four (two pairs). Officially-recognised handicaps are a rule for this competition – maximum being 24 – and it is for livery members only. The format is foursomes, bogey.

Then, secondly, our own Marketors' Livery Golf Day at Verulam (St Albans) on Monday July 3. Individuals, teams, with or without guests. It's a great golfing day out – you've probably heard the stories already.

Also, there are a number of other Livery Company Golf Days to which we are

invited (again, with or without guests) and these are unfailingly good fun, with good prizes!

Ideally, we need a small number of low to medium handicappers and the rest can be relatively high – but an officially-recognised handicap is required at most events.

Are you interested in playing? Then send your details both to Diana Tombs and to me and we'll be in touch with more details about each event.

Past Master Michael Harrison
Golf Enthusiast (inter alia) ■

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

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