



WORSHIPFUL
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MARKETORS

MARKETOR

ISSUE 95
WINTER 2023/2024

New RAF affiliation

Interview with the Pageantmaster, Dominic Reid OBE

Thought leadership on the digital world



The Lord Mayor's Show 2023

MARKETOR

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The Livery Company Magazine
for Marketing Professionals

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Editorial

Carole Seawert
Editor & Court Assistant



The Marketors were out in force in November at the Lord Mayor's Show, celebrating Honorary Liveryman Professor Michael Mainelli becoming

the City's 695th Lord Mayor. There is an exclusive interview with the Show's Pageantmaster, Dominic Reid OBE, on page 9 and you can read about the day itself on pages 10 and 11.

The digital world is discussed in three articles in this issue: a write-up about the recent Tri-Livery event on page 13 and in two thought leadership pieces on pages 18 and 19. Further on in the magazine you can find out about our brand new affiliation with the RAF, as well as keep up to date

with all the work our committees have been up to.

In the next, and subsequent, issues we intend to bring back the 'Bookshelf' feature. So, if you have a favourite business or marketing book you would like to bring to the attention of your fellow Marketors, please get in touch. Alternatively, you may have had a book of your own published that you would like a member to review for this magazine.

We will also be reinstating, by popular demand, interviews and news items about members. We are therefore looking to interview Marketors who have been, or are currently, involved in newsworthy projects. If that sounds like you, or you would like to suggest a member who would merit such a feature, please let me know. My email address is editor@marketors.org. (Please don't write any articles in advance.)

I hope you enjoy reading this magazine – and my best wishes for a Happy New Year.

WCM marketing award

Liveryman John Newcomb, CEO of the Builders Merchant Federation (BMF), had the idea of the WCM joining forces with the BMF to sponsor the organisation's first-ever marketing award.

In September, our Master Dr Glyn Cartwright, along with Freeman Dianne Lucas, presented the award to Rebecca Range at the BMF's annual dinner at the Metropole, Birmingham NEC. This was attended by over 350 people from the building products and distribution sector. Details of Rebecca's achievements will be highlighted on our website and she will be recognised at our Installation Dinner at the Guildhall on 25 January.

Also in attendance at this event was Richard Hill, Master of the Worshipful Company of Builders Merchants (which was a co-sponsor) and Olympic swimming star Mark Foster who hosted the event. This inaugural marketing award helped raise the profile and value of marketing in

this vital sector of the UK economy. The WCM intends to help recognise marketing excellence among builders merchants in future years.

On winning the marketing prize, Rebecca said: "It was an honour and I was thrilled to be a recipient of this first award. I look forward to meeting you all again at the Great Events."



Left to right: Mark Foster, Rebecca Range, Freeman Dianne Lucas and Master Dr Glyn Cartwright

Reflections on the past 12 months

Dr Glyn Cartwright
Master

As my year comes to an end, I can look back on it knowing that I have thoroughly **enjoyed** being your Master. This is primarily due to so many of you **engaging** with the company and helping make 2023 such a successful 12 months. As I look back and reflect, I can truly **embrace** the developments that the company has made.

It was a difficult start to the year, having lost two Clerks, the Senior Warden stepping down and no Chairman of Events.

Thanks to everyone who helped – and particularly the work done by our Deputy Clerk Suzie – we were able to communicate better with our members than we have done for some time.

New Clerk

The year ends with us having Honor as our Clerk and, in the months I have now had working with her, I have come to realise how important the role of the City-facing Clerk is to any company. And we could not have a better Clerk to fulfil this role than Honor.

I also leave the year confident that Ian Ryder, our next Master, and his fellow Wardens will continue to develop some of the initiatives that have been started this year.

Awards

These include continuing to develop and raise the profile of the awards we make to marketing academics, thanks to Phil Harris and the Awards team. Also we will continue presenting marketing awards and giving marketing lectures and presentations around the country at events, such as the Educate North awards and the BMF Marketing Excellence Award.

Thanks to Dr Fran Hyde and Michael Lynch we are once again engaging more with other marketing organisations, such as the CIM and the Academy of Marketing. With the help of Fergus Naughton we are also working

more closely with St Bride's. And we are cementing relations with other livery companies.

Thank you

A huge 'thank you' is owed to all the committees for all for the work done this year and to the Chairmen who are poised to take their committees to the next level of development.

A big 'thank you' also goes to Keith Rowland, for finalising our RAF affiliation; to Past Masters Roger Hood and Michael Harrison for the work they have done on the 2023 Lord Mayor's Show; and to Past Master Andrew Marsden who, in his year as Sheriff, helped raise the profile of the Marketors across the City of London and further afield.

Great events

My fondest memories of my year are

probably our Great Events where I was able to fulfil my promise that all our speakers would be from within our own company: Professor Malcolm McDonald, Lord Heseltine, and Past Master Andrew Marsden. They all delivered beyond my expectations. But what really made these events for me was looking around the halls and seeing how much everybody was **enjoying** the evening, **embracing** each other's company and **engaging** with one another.

Another objective for the year was to retain more of our members. This was achieved, and I know it will continue to be a priority for Ian in his year as Master.

Every Master wants to leave the company in a better position than it was in when they took it on. I believe this has been achieved in what has been an extremely challenging year.

However, I know all the hard work that the Master Elect and his Wardens have already put in will leave the Company better placed than in a long time to continue to grow our membership and to spread our name and fame.

A final thank you to ALL OF YOU for helping to make my year as Master so special.



The Bowden Charter Dinner at Grocers' Hall

Jane Wharam
Livryman

It had been some years since I'd attended a Marketors' Great Event, not for any sinister reason but because I'd moved to a new company in 2022 and taken on a complex role in a completely new industry. However, the minute I was greeted by our Beadle, James Hasler, and ushered into the presence of Master and Wardens, I immediately felt at home again.

Fellowship

As I started to mingle with the other guests assembled for pre-dinner drinks, greeting old friends, I was reminded that, apart from being marketing professionals, the Marketors is all about fellowship; here were people I'd organised events for, attended events with, sat on committees with, and some I'd been on holiday with. Yet even with those whose paths I hadn't crossed before, there were no strangers, just friends I hadn't yet met. And in what delightful surroundings we came together!

With 600 years of history on the same site, the current Grocers' Hall is a delightful venue for a Great Event, with its fabulous Venetian chandeliers and red and green motifs – never forgetting the camels! The evening started with drinks in the beautiful Piper Room, which takes its name from the stunning tapestry designed by John Piper in 1968 that adorns one of the walls. As we chatted and savoured the delicious Crémant de Loire being served as the aperitif, my partner and I were struck by the friendliness and informality of the assembly before being summoned to table in the main hall.

Tradition

As a Marketor of more than 20 years' standing, it would have been quite easy for me to fall back into the old routine as if I'd never taken a break. But it was the first event for my partner and I was able to

see it through his eyes, making it an even more special experience. For example, he had never seen a procession heralded in by a Swordbearer, or encountered a slow handclap to greet the top table party. But because everyone around him, including some others new to the Marketors, seemed to be taking proceedings in their stride, he soon joined in as if he, too, were an old hand.

As ever at a Marketors' event, the food was delicious, starting with a smoked chicken Caesar salad, which I marked down as 'delish' on my menu! This was followed by beef with horseradish croquettes served in a red wine jus – equally tasty – and for dessert we were served a fabulous chocolate mousse with mango and passion fruit gel, complete with a chocolate tuile. Of course, the wines we enjoyed throughout the meal had been paired perfectly with the food and when we finished them, out came the port.

Toasts and speeches

There was Sung Grace, the National Anthem and the usual toasts, with the last one, to our guests, made all the more special for me, as my guest had enjoyed every minute. We were entertained by the guest speaker, Past Master Andrew Marsden, who told us some of the highlights of his 12 months as Non Aldermanic Sheriff. It sounded both exciting and exhausting. The evening's proceedings concluded with a response from the Master who explained the initiatives he has successfully introduced during his year, in keeping with his theme of 'enjoy, engage, embrace'.

It won't be years before I attend another Marketors' Great Event, that's for sure, and for any other Marketor who has 'lapsed' for a while, I would say "come back!" I'm so glad I did.



The Master with his family



Guest speaker Past Master Andrew Marsden





Left to right: Court Assistant & AFCC Chairman Keith Rowland, Lt Cdr Byron Linn, RN. Executive Officer of HMS ST ALBANS; Livoryman Chris Robinson



Left to right: Master Management Consultant Lady Karan Barot, Master Insurer Nick Dunlop; Master Marketer Dr Glyn Cartwright; Past Master Marketer and guest speaker Andrew Marsden; Master Chartered Secretary James de Sausmarez; Master World Trader Michael Shapiro

The Master with Past Master Andrew Marsden and Marian Marsden



Ridade Stardust and Court Assistant Annmarie Hanlon



Guests from our corporate supporter, MediaMonks: Sophie Dean, Jon Biggs, Malin Sonesson, Naana Orleans-Amisssa

New Freeman

Andrew Clayton is an internationally experienced customer experience, operations and commercial leader. For over 30 years, he has worked as an executive in the financial services, healthcare and utilities sectors where he has held senior positions at a global, regional and business unit level. These roles covered the functions of: Marketing, Sales, Operations and Human Resources at E.ON, Bupa, Allianz and GE Capital.

He is a qualified Six Sigma Black Belt and holds a first-class honours International MBA from University College Dublin. An Associate of the Chartered Institute of Insurance, Andrew has a Diploma in Marketing from the Chartered Institute in Marketing. He actively supports and participates in fundraising for a number of charities. In his spare time Andrew is a keen skier, cyclist and runner, having completed the New York, London and Munich marathons.



New Junior Warden



Our new Junior Warden, installed in October until the end of January 2024, is David Elmer, our previous Treasurer.

Following a 50-year career in the FMCG sector in both marketing and CEO roles, David is stepping back from full-time employment to focus his time on the Marketors and some consulting projects.

After reading Chemistry at Oxford, David started his career at Spillers Foods, moving to Birds Eye Foods in 1977 where he worked initially on ready meals and then across other sectors of their portfolio. In 1985 he was transferred to Wall's Ice Cream where he refocused the impulse business onto more adult products and on building key brands, culminating in the development of Magnum.

Moving to Unilever's head office in 1990, he was the SVP responsible

for developing the food business in the Latin American and South Asia regions. He then moved to Latin America where he worked for 21 years, latterly as the regional director of Del Monte Foods, living in Venezuela, Argentina and Mexico, before returning to the UK at the end of 2016.

Since 2017 he has been Chairman of Capsicana Ltd, a challenger brand in the Latin American Food sector, helping you create meals at home with a Sensational Fresh Latin Vibe. He has just negotiated its sale to a multinational food company.

David is a Fellow of the IOD and RSA; a member of the Marketing Society; and a Marshall Goldsmith Stakeholder Centered Coach.

David joined the Marketors in 2018 and became a Court Assistant in 2021 and Treasurer in 2023. He has served as Chair of the Livery Committee, as Vice Chair (Army) of the AFCC and as a member of the Education & Knowledge Development Committee. He is married to Jane with two daughters and four grandchildren.

His interests include strategic marketing, branding, innovation and start-ups. In his spare time, he enjoys playing tennis, scuba diving, drinking wine and going to the theatre and opera.

Gaining my Freedom of the City

Jarmila Yu
Freeman

I am deeply humbled, moved and honoured to have received the Freedom of the City at the Chamberlain's Court at Guildhall in London last year.

When I joined the Marketors I had fellowship and the journey described to me. The significance only sinks in when you take each step and experience the company.

I chose a date in August for my ceremony so my husband and my children could be with me. They are keen historians but had not encountered this. It is a ceremony believed to date back to 1237 and a unique part of London's tradition. It was truly humbling to think we get

to share it with so many illustrious names from history.

The Deputy Clerk Tiphaine Le Bian and Beadle Danny Herbert diligently shared the history and significance of the ceremony with us; and what it means to be a Freeman of the City of London in addition to being a Freeman of The Worshipful Company of Marketors.

As a Marketor, I believe in the power of

marketing to deliver economic and social good. Marketing benefits everyone. My work and service to the marketing community and to business continues, strengthened by my new learnings.



Jarmila Yu with her family at the Chamberlain's Court

*A recent Brigantes breakfast
at the Tower Ballroom, Blackpool
© Giles Rocholl Photography Ltd*

What is the Brigantes?

*David Williams
Liveryman*

It is a surprising fact that well over 1,800 Liverymen who belong to London livery companies live in the north of England. Many others regard the north as their spiritual home by origin, familial roots or desire. The Brigantes is an organisation established especially for City of London Liverymen who live in the north.

How it began

In 2014, a small group of Past Masters led by Adrian Waddingham, a late Sheriff, recognised that many Liverymen were travelling considerable distances to actively participate in the City of London livery companies. So they decided to organise an inaugural lunch in the north of England. Manchester Town Hall was the chosen venue and Fiona Woolf, 2013/2014 Lord Mayor, agreed to be the principal speaker. Taking place in May 2015, this "breakfast", as it was termed, provided the perfect opportunity for Liverymen from all livery companies to dine together formally in a prestigious northern venue on a par with City of London livery halls. Since then, the Brigantes has gone from strength to strength with a succession of well attended "Breakfasts", "Winter Gatherings" and golf competitions.

The Marketors made an early contribution to the establishment of the Brigantes: Past Master Andrew Cross designed the logo.

The Brigantes has been able to secure some outstanding and memorable venues right across the north of

England for its events. Indeed, built at a time of great industrial activity and wealth in the north, some of these exceed the splendour of City of London livery halls.

Everyone is welcome

While the Brigantes targets those with northern connections, it is now a membership organisation for all Liverymen. However, to date, its events have remained fully open to Liverymen whether or not they are Brigantes members and, indeed, whether or not living in the north.

An unexpected bonus of this inclusivity is that it is a great way for those born and living in London or the South East to gain a better appreciation of the very fine cities, and quality buildings in the north of England, particularly perhaps in the political context of 'levelling up'. Very much livery events, breakfasts can be well attended, and often supported by, the current Lord Mayor of the City of London, Sheriffs, or else by late Lord Mayors. They usually have local civic and church representation from the cities or towns visited. Events are also moderately priced compared to similar events held in the City of London.

Origin of the name

The Brigantes name originates from a large northern tribe occupying much of the north of England at the time of the Roman occupation, famously led by Queen Cartimandua. It is therefore appropriate that the modern day Brigantes has a tribal

Chieftain (currently historian Adrian Waddingham) and that regular humorous reference is made to the Celtic connection.

Charitable giving

At every event, the Brigantes makes a donation to a local charity chosen by the senior local guest attending – eg the Lord Lieutenant of that county or the Bishop of that diocese. Local charities in the north of England receiving Brigantes' donations have included:

- Lincolnshire and Nottinghamshire Air Ambulance Service (Worksop)
- Adoption Matters (Blackpool)
- Action On Single Housing (Durham)
- Money Buddies (Chester)
- Parents Association of Children with Tumours and Leukaemia (Sheffield)
- Scarborough and Ryedale Mountain Rescue Service (North Yorkshire)
- Museum of Manchester (Manchester)
- One In A Million Youth Charity (Bradford)
- Walking with the Wounded (Leeds)

The next breakfast (ie lunch) is on 20 June 2024 at St George's Hall, Liverpool. Details of other future Brigantes events and membership is available from the Brigantes Administrator Fiona Robinson on livery@brigantes.org.uk.

Livery halls of London

Carole Seawert
Court Assistant

For those new to the Marketors, you can be forgiven for walking unknowingly past many a famous livery hall. Often the only indication is a small brass name plaque. (Usually the grander the building, the smaller the sign...) Other halls are so discreetly tucked away that it takes all the power of Citimapper to find them. I recall the difficulty I had trying to locate Stationers' Hall and Founders' Hall for the first time.

Before the Great Fire of London there were 53 livery halls in London of which 44 were lost in the ensuing inferno. Only three halls then in the City of London were untouched by the heavy Nazi incendiary bombing of 1940-41 and V1 attacks of 1944-45. In fact, five of the Great 12 companies are in new halls constructed since the Second World War. Today there are 41 halls, including a ship, HQS Wellington, currently being refurbished.

The eagle-eyed may spot occasional blue and white plaques in various places throughout the City denoting the previous site of a livery hall, signifying a building

totally lost by the company or else relocated due to development.

Half the current halls are on the same site of their original mediaeval building and many have gone through several incarnations. For example, there have been three Fishmongers' Halls, five Wax Chandlers' Halls, and the Clothworkers are about to start on their seventh hall on their site in Mincing Lane.

The oldest existing hall is Apothecaries' Hall, dating from 1668 and the newest is Leathersellers (the Company's seventh hall opened in 2016). Others have been recently renovated or remodelled, such as Stationers' Hall, Butchers' Hall and Glaziers' Hall. The most recent company to acquire its own hall are the Carmen who moved into their own building in Fleet Street in 2017.

A couple of halls are co-owned by more than one livery company, for example Farmers and Fletchers, and Glaziers' Hall is jointly owned by the Glaziers, the Launderers and the Scientific Instrument Makers. Glaziers' Hall is the only livery

hall south of the river, but it is still technically within the City boundary if you look where the dragon is located on the south side of London Bridge.

In addition to being the headquarters for their livery company, most halls today are hired out in order to fund the cost of running and maintaining an historic building. So, the halls double as a venue for weddings, corporate events, receptions and dinners, as well as a conference and exhibition space. Some are also landlords, renting out their surplus office space, most often to other livery companies.

Working halls

Two livery halls today are still working halls.

The first is Goldsmiths' Hall which is home to the Goldsmiths' Company Assay Office. This tests and hallmarks precious metals and has done so since the 14th century. The Assay Office hallmarks an astounding three million articles a year.

The second is Proof House, home to the Worshipful Company of Gunmakers. It has statutory duties to regulate the safety of firearms in the UK. As well as testing the safety of all UK guns sold (a process known as proving), it is also responsible for the safe de-activation of all firearms so they are rendered totally secure for gun collectors. Proof House is outside the City of London on purpose: following a major explosion in 1663, they moved to Aldgate in order to keep firearms as far as possible from densely populated areas. (Back then, this part of London had a sparse population.)

One of the advantages of our being a peripatetic livery company is we get the opportunity to visit most of the magnificent City livery halls over the years. I haven't quite ticked off every hall on my 'bingo card' but I am well on my way there. And each time I visit a new one, I get the chance to see priceless art and treasure as well as architectural masterpieces.



The wrought iron screen in Grocers' Hall dates from the 1680s

Dominic Reid OBE, Pageantmaster

The Pageantmaster for the 'People's Parade'

*Michael Harrison
Past Master and "Person-in-Charge"
2023 LMS Tri-Company Entry*

The Lord Mayor's Show is, and always has been, for the benefit of the people. But these processions (or pageants) are a nightmare to plan and organise – and when our noble Editor asked me (as the "Person-in-Charge" of our joint entry in this year's Show) if I would please interview the Pageantmaster, my reactions were fairly reasonable.

(a) The Pageantmaster would definitely not have any time to spare; (b) neither would I!

So when I approached Dominic Reid OBE I was more than surprised when he readily agreed. And we should be forever grateful to him, because the more I talked with him, the more the enormity of his annual task became clear.

He carries (in his head) all the plans for the world's longest procession! Clearly they are also very carefully recorded, but it is his vision which creates the entire event and ensures that every minute of the more than one hour duration of the Parade is unique, thus capturing the attention of the 1/3 million people thronging the streets of our City, as well as many millions watching the live TV coverage.

Dominic has held the position of Pageantmaster since the death of his father in 1992 – so 31 years! His father had held the post for 20 years.

When I asked him how he managed to continue such a task for 31 years,

his answer was illuminating.

"Every Show is different and every Show is interesting in different ways. Because it is so large, and every entry is unique, it requires constant review and re-evaluation throughout the entire planning process – and total concentration in the build-up, as well as on the day itself."

The obvious follow-up question was about timing – and his answer emphasises the complexity of his role.

"I start planning some 18 months in advance (so always have not just one, but two, Shows in my head). Every Lord Mayor is different, and I start working with whom I expect to be the successful candidate 18 months out, and start to create a theme or themes for their Show."

I then asked about his main responsibilities and challenges.

"My responsibilities go much further than the actual procession. They include the liaison with police, the BBC, other security aspects. Everything to do with delivering a very special and enjoyable experience for everyone in the entries and everyone watching, both there and on TV.

The most obvious challenge is security – and the threats vary from Show to Show. Oddly enough another major challenge is caused by roadworks – such as around Mansion House and Temple Bar – over which we have no choice!"

How does it run so smoothly?

"We have circa 140 Marshals looking after the entries. They are ready and prepared for most eventualities. But long before the day, we communicate extremely carefully with all entries. Closer to the day we issue security passes for every vehicle and by then we will have ensured that each entry has completed every aspect of their detailed responses. Otherwise they simply are not able to take part."

My final question was about what he did to relax between Shows.

"Other than having two Lord Mayor's Shows in my head, I am also the CEO of the Invictus Games – so relaxation is not very high on my agenda! However, both responsibilities have the aim of improving the lives of others, both involve the military, both give me great satisfaction."

My personal conclusion: Dominic Reid OBE deserves very much more recognition (and public reward) – his devotion to achieving the best possible outcome for the World's Longest and Oldest Procession over so many years (and he clearly has no intention of stopping) is incredible. But then add the responsibility for the Invictus Games and my admiration knows no bounds!

A longer version of this article is on the Marketors' website.

Lord Mayor's Show 2023

Keith Rowland
Court Assistant
& AFCC Chairman

After days of rain, the sun came out on the morning of 11 November for the Lord Mayor's Show. At 8.30am, the participants in entry 103 started arriving for coffee and Danish pastries at Plaisterers' Hall. Bentley passengers collected their hampers and Marketors, Watermen and Army cadets collected their signs and shoulder straps. Past Master Michael Harrison, as Person-in-Charge, reviewed the troops. Zoe Phillips ensured all was well and by 10.00am the parade was forming up at the far end of London Wall, near Moorgate.

We shared our entry with the Worshipful Company of Tax Advisers and the Watermen & Lightermen of the River Thames, most definitely a "working guild" and not a livery company, but with history dating back to 1555. St Dunstan's CCF Corps of Drums were in the lead, followed by a marching party of Army and Royal Navy CCF and Army Cadets from City of London & NE Sector ACF – one of the military affiliates of the Tax Advisers. Past Master Roger Hood organised a fleet of six Bentleys dating from the 1920s to today, including a substitute for a Bentley that had had an unfortunate collision with a Rolls Royce earlier in the week.

The cars were escorted by the banner carriers, bearing signs from the three Companies, with ACF cadets carrying for the Tax Advisers. The signs were provided free of charge by Sign Specialists, to whom we are very grateful. We were particularly pleased that they managed the spellings of Tax Advisers and Marketors.

One last inspection from Zoe and they were ready. At two

minutes past eleven, after respecting the Armistice silence, they were off.

The Master and Katrina enjoyed a ride in a vintage open top Bentley, until it gave up the ghost (not silver) en route to the Royal Courts of Justice. Professor Michael Mainelli, 695th Lord Mayor of the City of London and Honorary Liveryman of the Marketors, watched the parade from his vantage point by Mansion House, before joining his procession in the State Coach at midday.

Our sign bearers, John Zealley, Kathy Fisher, Vlad Dobrokhotov, Chloe Webb, James Milne and Zak Bush, managed the round trip of nearly four miles whilst keeping their banners aloft on a wave of enthusiasm from the crowd. Martin Ashton, Fergus Naughton, and Past Masters Roger Hood and Michael Harrison joined the Master, Senior Warden and senior Tax Advisers and Watermen in the cars. The St Dunstan's Band were terrific as always and a credit to their Contingent Commander, Richard Davies.

Annie Brooks organised the two course lunch at Côte St Paul's but sadly couldn't be there to enjoy it. Around 80 people from the three Companies and St Dunstan's College did, each adult receiving a Show programme. Keith even managed to get his autographed by Jim Moir (aka Vic Reeves) who had designed the cover.

Special thanks to Michael Harrison for organising everything and leading the team of Keith Rowland for the Marketors, Alan McIntock for the Tax Advisers and Liza Sliman for the Watermen & Lightermen.



L to r: Vladislav Dobrokhotov, John Zealley, James Milne, Zak Bush, Chloe Webb, Kathy Fisher





An evening of crazy golf

Dr Glyn Cartwright
Master



The joint winners of the individual trophy, Entrepreneur Barnaby Wynter and Marketor Fergus Naughton

On a drizzly evening in late October, two spirited teams, The Marketors and The Entrepreneurs, gathered for a memorable evening of crazy golfing, drinks and great camaraderie. The venue was Swingers Crazy Golf, renowned for its imaginative and wacky course design. In fact, the nine-hole course at Swingers features an array of challenging greens and giant windmills. And, of course, there were free-flowing drinks.

Master Marketor Dr Glyn Cartwright captained the Marketors team which included our Senior Warden and a Past Master.

Both teams teed off, brimming with enthusiasm and competitive spirit. In a gripping contest of skill and precision, both teams were neck and neck right throughout

the course. As the competition reached its climax the final hole was a true test of metal, featuring a daunting watermill that players had to navigate their balls through to reach the hole.

With just one point in it, the final score had to be recounted several times with official adjudicators from both sides. But with a score of 179 points, the Entrepreneurs snatched victory from the Marketors' 180 points.

Individual cup winners

Whilst the Entrepreneurs may have won the First "Team" Cartwright Cup, in true sportsmanship style, the individual cup was a draw between Marketor Fergus Naughton and Entrepreneur Barnaby Wynter, with 26 points each.

Of special note was a hole in one scored by the Master Entrepreneur on the 8th hole and a hole in one scored by Marketor Fergus at the first.

Most importantly of all, this was a fun social event bringing together two livery companies to enjoy a convivial night out.

We intend to repeat this social event again next year in a bid to win the team cup. If you would like to take part, please contact Dr Glyn Cartwright on glyncartwright@hotmail.com



Marketor Kelly Wu sizes up a putt

Some interesting facts about the Lord Mayor's Show

- The 800th anniversary of the Lord Mayor's Show was in 2015
- There have only been two occasions since 1215 when it has been cancelled. The first for the State Funeral of the Duke of Wellington; the second due to Covid.
- Some 7,000 people, 200 horses and 150 floats take part in a three mile-long procession.
- It is the world's greatest unrehearsed civic procession.
- The Lord Mayor's Show always takes place on the second Saturday in November.
- Alderman Prof Michael Mainelli is the 695th Lord Mayor of London.
- The State Coach is over 260 years old. It was designed by the architect, Sir Robert Taylor in 1757.
- The wicker giant in the parade are Gog and Magog, the traditional guardians of the City of London. They have been carried in the Lord Mayor's Show since the reign of Henry V.
- The Lord Mayor used to travel from the City to the Palace of Westminster (now St Paul's Cathedral), to swear allegiance to the monarch. Until the 1420s the Lord Mayor did this journey on horseback; after this date they travelled by river – until the Great Stink in the late 1850s. When the Lord Mayor travelled by water, many livery companies accompanied him in decorated barges. This is the origin of the term 'float'.
- King Charles III is the 35th monarch to have reigned since the first show in 1215.
- The Lord Mayor's Show has been broadcast on the BBC since 1937, making it the longest running television broadcast worldwide.

Humanity x Technology: How technology is shaping humanity in the digital age

Omaid Hiwaizi
Liveryman

2023's inspiring Tri-Livery event took place on 5 September at Stationers' Hall, building on many years' collaboration between the Marketors, the Information Technologists and the Stationers. This year the panel of expert speakers delved into how, in the digital age, technology has woven itself into the very fabric of our lives, redefining how we live, interact, and perceive the world around us. From the internet and social media to artificial intelligence and virtual reality, our world is constantly evolving. The evening opened with a warm welcome from the Master Stationer Tony Mash, followed by an introduction by WCIT Deputy Master, Alistair Fulton, and closed by Master Marketor, Dr Glyn Cartwright.

Chair Nic Newman, Senior Research Fellow at the Reuters Institute for the Study of Journalism, gave an overview of the theme and introduced the speakers.

Victoria Baines, Professor of IT at Gresham College, kicked off the discussion by examining the transformative effects of new technologies on our lives. She covered the influence of mobile and social media, extended reality, immersive media and AI. Victoria highlighted how these technologies not only change the way we interact with the world but also reshape our thoughts and behaviours. Victoria finished by covering the convergence of technologies like 5G and 6G, which are essential for innovations, like driverless cars and the metaverse. She raised questions about the challenges posed by this convergence, such as trust, authenticity, and critical thinking.

Simon Barratt, co-founder of Cooperative Innovations, then delved into the world of multi-user virtual world technologies, moving beyond gaming to explore their potential for shaping future interactions. He showcased various projects and demonstrated how

these technologies extend across platforms, from mobile devices to VR headsets. Simon concluded on a tool designed to empower non-technical individuals to create their own virtual worlds, and posed questions about how virtual environments can affect learning, entertainment, and enterprise activities.

Next was James Butcher, Xbox Business Lead for Northern Europe at Microsoft, who shed light on the importance of gaming in our digital age. He explored the trends in gaming, discussing how mobile devices have broadened the gaming audience and made it more accessible and the evolving role of gaming in education. James then looked to the future, pondering how AI will impact the gaming industry and the ways in which AI can streamline game development while fostering creativity. He left us with questions on the challenges posed by gaming, including screen time management.

Dr Rachael Bedford, Associate Professor in Developmental Psychology and Head of the Bath Babylab at the University of Bath, then covered the impact of screen time on young children and toddlers. After presenting her research findings and insights, she explained the effects on attention control, socialisation, and language

development and addressed the difficult issues that come with excessive screen time among young children.

Finally Nic Newman gave a succinct overview of how digital media has reshaped journalism, focusing on the transition from scarcity to abundance in the digital information landscape and its implications for attention, trust, and political participation.

Then followed a lively set of challenging questions from the audience, exploring further many of the themes and issues raised by the panellists. Those discussions continued over drinks and delicious food.

In conclusion, this Tri-Livery event highlighted the far-reaching impact of technology on our lives, both individually and collectively. The insights shared by the panellists shed light on the challenges and opportunities of the digital age, and the ensuing discussion provided a valuable framework for understanding how technology is shaping humanity in the 21st century. As we navigate this transformative era, it becomes increasingly important to strike a balance between harnessing technology for the betterment of society and mitigating its potential downsides.



Left to right: The Master Marketor, Dr Glyn Cartwright, with the five panellists: Victoria Baines, Simon Barratt, James Butcher, Dr Rachael Bedford, Nic Newman

Marketors get spooked in our Hallowe'en Haunted London Walk

Martin Ashton
Court Assistant &
Fellowship Chairman

With the evenings getting longer and colder, our autumn Hallowe'en walk proved to be the tonic for those brave enough to want to discover gruesome history and haunts of the Covent Garden area. Led by City of London guide John Steel, we knew we were in for a (trick or) treat when he started the walk outside Coutts Bank on the Strand.

The Coutts building was reportedly haunted in 1993, when reception staff saw strange manifestations of a headless male wandering around the bank and the Stand. So much so, the Bank called in psychic medium Eddie Burks who contacted the spirit and suggested that it was

Thomas Howard, 4th Duke of Norfolk (1538-1572), whose plot to marry Mary, Queen of Scots and depose Elizabeth I in Mary's favour, resulted in his execution. The ghost was laid to rest by prayers at a nearby Catholic church a few months later.

We discovered the ghosts of various theatres, including the ghost of Charles Wyndham at the Noel Coward Theatre which he built in 1903. This ghost appears taking notes at dress rehearsals and wandering around dressing rooms. At the Theatre Royal, Drury Lane 'The Man in Grey' ghost appears in the style of an 18th century nobleman. He has powdered hair, a three-cornered

hat and a dress jacket. Over his shoulders he wears a grey cape, from which the spectre gets its name. In 1848, during work on the theatre, a skeleton was found with a knife between the ribs in a walled up and forgotten passage.

In 1897, William Terriss was stabbed to death by disgruntled actor, Richard Archer Prince, outside the stage door of

the Adelphi theatre and is said to haunt both this and Covent Garden Tube (the site of a former bakery that he used to frequent).

At the London Coliseum, St Martin's Lane, John told us of the World War One soldier who haunts this place. Towards the end of that war, a group of friends noticed a mutual friend striding down the aisle of the auditorium and vanish. They later found out he had been killed in action in the trenches the day they had seen him. The soldier had attended a performance at the Coliseum on the final day of his last leave in London and his spectre continued to haunt the theatre over a period of 10 years after his death.

John also took us to Rules Restaurant, established in 1798 and one of London's oldest restaurants, where a modest, ghostly prankster haunts the ladies' toilet. Often a certain cubicle door has been known to open and then slam shut on its own.

We completed the tour down Goodwin's Alley. Dating back to 1690, said to be the inspiration for Diagon Alley in Harry Potter. The houses in this alley date from the 18th century and it is like stepping into a Charles Dickens novel. As darkness had already fallen, we could feel the chill in the air and all needed a stiff drink in a local hostelry before heading home.

A thoroughly enjoyable evening perfect for Hallowe'en. Next time you are in Covent Garden, look over your shoulder – you never know what's lurking in the shadows.



Tequila in the Spotlight: 2024

Mike Bugsgang
Liveryman

With the lights of Tower Bridge sparkling outside HMS President on the Thames, the venue for the event, members of the Distillers and Marketors were treated to some illuminating insights on the amazing growth of tequila in the drinks market. This was the fourth joint panel discussion between the Marketors and Distillers.

Martin Riley, Past Master of the Distillers, started by providing an overview on the story of tequila. He pointed out that most people were acquainted with the drink for its use in cocktails such as the Margarita, Tequila Sunrise and Long Island Iced Tea. He emphasised that the way tequila had repositioned itself in key markets, particularly the US, was nothing short of miraculous. Tequila is now a protected category with its own geographic designation. It has rules and regulations which are strictly enforced. And all tequila must have at least 51 per cent of the spiky cactus-like plant blue agave. There are different types of tequila ranging from every day to premium. The name tequila is taken from a small town near Guadalajara in Mexico.

The USA, the world's most important spirits market in terms of volume and value, has seen extraordinary growth of tequila consumption. A drinks market commentator recently wrote that no spirit is safe from the tequila boom in America. This can be attributed to a number of factors, including the way the product benefits have been communicated, the popularity of cocktails, Tex-Mex food and the fact that around 20 per cent of the USA's population is now Hispanic. Tequila has

taken market share from whisky and wine, becoming the second highest selling spirit in the US behind vodka.

The chairman for the evening was the distinguished marketing guru, David Wethey. The panel of experts comprised:

Nuno Teles, Managing Director, Diageo UK representing the Distillers

Marina Santos, Marketing Director, Campari UK representing the Distillers

David Haigh, Chairman & CEO, Brand Finance PLC and Liveryman of the Marketors

David Elmer, Tequila Aficionado and Junior Warden of the Marketors

David Wethey posed questions to the panel, such as whether anything like the growth of tequila had been seen in the drinks market before. Comparison was drawn with the way the production of gin had proliferated in the UK. However, it was commented that the difference was that gin was now produced everywhere, but tequila was only made in Mexico. It was also noted that tequila had very effectively used celebrity brand endorsement to appeal to Generation X and that Mexico had become a trendy destination amongst youngsters. Tequila producers have introduced different price points to allow retailers to sell fewer but better products. Educating consumers and mixologists had also figured in the marketing approach adopted, as had moves to dispel the misconception that tequila was just about youngsters downing



shots. New kinds of mixer options such as grapefruit juice have been promoted, as well as the sale of premium brands like Don Julio 1942 which sells for £60 per measure in Mayfair clubs.

The panel agreed that the acquisition of George Clooney's Casamigos brand for \$1 billion and the Patrón brand for \$5 billion had greatly raised the profile of tequila.

Questions from the audience included suggestions for a UK brand ambassador for tequila; pairing different types of tequila with courses in Mexican restaurants; and the difficulty of engaging consumers with the range of products available.

Everyone then sampled a selection of tequila-based drinks and delicious Mexican food provided by the event sponsors, Campari, Diageo and Brown-Forman.

The Marketors' Event Director, Liveryman Nicola Wordsworth, was congratulated for organising a highly successful event.



Left to right: Past Master Distiller and Marketor Martin Riley, David Elmer, David Haigh, Marina Santos, Nuno Teles

An audience with Murray Craig

*Dr Glyn Cartwright
Master*

In October, Honorary Liveryman Murray Craig gave another excellent talk for the Marketors in our offices at Plaisterers' Hall.

His background as a historian, combined with the years he spent admitting Freemen to the City of London, provided a great framework for this very special event.

In marketing, we are all aware that there is nothing more powerful than telling a good story in order to have impact and to be remembered. This is something that comes totally naturally to Murray.

His relaxed style and enthusiasm for whatever he is talking about kept the audience enthralled throughout. The stories he told about people that he had admitted as Freemen of the City of London, together with the history lessons he shared about the City itself, made the night fascinating.

At times, we were enthralled; at

other times, we laughed out loud. As Master, this made me embrace the fact that we decided to invite Murray to be an Honorary Liveryman of our company. He epitomises everything that is great about both the City of London and livery companies

Murray presented for around 25 minutes before taking questions from the audience. He had no script but didn't hesitate once when sharing his stories or when answering whatever question that was asked of him.

Murray had us all totally engaged; we enjoyed the night and we embraced the knowledge and stories he was happy to share with us.

If you have an opportunity to listen to Murray in the future, don't hesitate to be there.

A big thank you to a very special Honorary Liveryman Murray Craig.



Marketing means business

*Michael Lynch
Court Assistant*

Does 'marketing mean business'? On November 16, the Marketors held a social dinner at Henley Business School to find out.

To get to the bottom of this we gathered key personnel from the Henley Business School marketing faculty, mixed in senior representatives of the Chartered Institute of Marketing and the Academy of Marketing. We also welcomed Marketors from all over the UK together with the Master and the three Wardens.

Following a fantastic tour of the fabulous and historic Henley campus, including their impressive

collaborative teaching facilities, we gathered for our private dining event in the 'Blue Room'.

The food and the service were exemplary, as were the conversations around the tables. After a hearty welcome from the Master, we began dinner and paused after our first course to hear a perfect contribution from Dr Rodrigo Perez-Vega. Rodrigo's interests lie in both marketing and innovative technology, and robotics in particular. Rodrigo's clarion call was that only trained marketers can deliver the consumer insights and market understanding to enable innovative emerging robotic

technologies to truly meet the needs of consumers.

Our main course was followed by a talking tour de force from our very own Liveryman Professor Moira Clark. Moira reminded the audience of the need for trained marketers to have responsibility and accountability for business marketing 'strategy'. Only properly trained marketers can effectively deliver this for businesses, which is why marketing does indeed 'mean business'.

Master Dr Glyn Cartwright concluded: "My year as Master has focused on 'fellowship' and this event certainly delivered on that. I have always been particularly proud of the calibre of our members and our ability to convene the very best people to have the important conversations and have fun. This 'marketing means business' event at Henley has allowed us to shine a bright light on important issues and deepen and establish important business and personal relationships."



Autonomous selfie drones, virtual influencers, hybrid subcultures and shoppable channels where people converse and convert... Life in digital has launched an explosion of novel consumer behaviors and new expectations for highly tailored, socially conscious experiences. The potential of emerging technologies, met with consumer-driven ingenuity, has given way to the transformation of digital and the dawn of a new era: virtualization, the new frontier for business growth.

It's time to repair our relationship with digital.

Virtualization
and the New Era
of Growth

Download
the report





The digital dilemma

Jarmila Yu
Freeman

"It's all just digital marketing these days, isn't it?" Well, my answer is "No, not if you want to stand out." Physical communications in a digital world could be your superpower.

Integrated marketing

The pendulum seems to have swung right over to 100% digital marketing, but I suggest the way to make yourself stand out, in order to get the all-important cut through and engagement to ultimately win favour with your target audience, is to take a strategic integrated marketing approach – and only use digital as part of the mix.

Physical communications have the ability to make a direct connection with our audience on a human and emotional level. Digital can give you reach and measurement. When the right direct and digital are combined in the right way, starting with deep customer insight and built on a strong go-to-market strategy foundation, you'll be set up for success.

Emotional connection

Did you know that "90 per cent of human decisions are made based on emotions?" (Arthur Lefford). Humans may use logic to justify their actions to themselves and others, but feelings have a huge importance in driving decision-making and behaviour.

Whilst digital marketing can be a relatively affordable option to allow you to access audiences far and wide, don't underestimate the value of touch and physical interaction between the customer and the business. Depending

on your business, the options for "touch" and "physicality" will vary; what's important is that you don't overlook the opportunity to build these options into your brand to develop meaningful emotional connections between you and your audience.

Customers are:

- Suffering from information overload and have a short attention span
- Craving human interaction and like to buy from people and businesses who are "real" and "tangible"
- Have preferences for what, when, where, how and why they consume content.

All these facts indicate a need to take a step back, reflect and reset the marketing strategy, plan and tactics.

Direct mail

Let's talk direct mail, for most a thing of the past, replaced by email. But who has time to sift through their unsolicited email inbox? Do we want to risk making people unsubscribe if they feel email spammed?

But won't integrated cost more because it involves more effort? Not necessarily, in fact the business case for integrated marketing campaigns is extremely convincing. Who would not want a higher ROI and improved customer experience and satisfaction? Adding direct mail to your marketing mix can increase your ROI by as much as 12%. (Royal Mail MarketReach).

In B2B it can take five to seven touches before your brand is remembered, let alone a call to action responded to. You can't have all of those being email.

When text and video are presented on the same page, 72% of people prefer to learn about a product or service from a video. Video is a top-performing asset. (Survey the State of Video Marketing).

Tips:

- Reuse, Repurpose, Recycle and save on content creation cost
- Add high impact targeted direct mail for an uplift in awareness and engagement
- Use video creatively not just delivered via the website and email.

Business case checklist for integrated marketing

- ✓ To stand out, you have to stand out
- ✓ Smart content drives customer attention
- ✓ Drive the dialogue, own the customer
- ✓ Increase quality and quantity of leads
- ✓ Deliver a better customer experience

In today's challenging business world, we need our marketing investments to work hard.

Taking an integrated marketing approach in the digital age can help deliver a greater customer experience to ultimately attract, engage and win better business.

Making digital work

William Frank
Freeman

There has been a lot of hype about the new era of digital solutions and tools for marketers. Mainly ChatGPT. That's the thing I hear all the time, in real life conversations, in LinkedIn posts, and on my WhatsApp groups with clients, suppliers and colleagues alike. And to be honest, I'm just sick of it all.

As a disclaimer, I'm not Anti Digital. I'm not Anti-AI. I've always been a fan of technology; I've always used new technology and it has been a part of my studio's DNA. I was one of the first people to get the Sony Mini Disc in my secondary school. One of the early people to use MySpace, one of the early people to jump on Facebook (before they allowed general public access) and I was granted access to be one of the first invitees to use ChatGPT.

The issue that I'm seeing is this: right now, economically, it's a mess; high inflation, low growth in the UK and across Europe. Politically, it's a mess. The Russian/Ukraine war is dragging on, alongside lot of geopolitical issues all over the place. All of this is hurting regular people and things are not going to get better any time soon. For businesses, there's pressure to just survive – forget about thriving. For marketers like you and me, there's pressure to deliver results faster, better, cheaper. This is leading to a lot of short-term decisions and short-term strategies.

One of these decisions is to use simply ChatGPT and use GenerativeAI platforms to create visual assets and contents to drive growth, awareness and sales. I've heard marketing C-suites in suits (no-one in the Marketors, btw) in

the flesh boasting about this solo method as if it's the saviour of post-Covid. There are no other strategies in place. What type of strategy is this? I understand that there are some productivity benefits and you are saving costs and headcount, but eventually every other marketing civilian will be doing the same. It's already getting to the point where everyone sounds the same online. If ChatGPT is your only tool for your marketing strategy then expect you and your business to end in tears.

Social media influencer

It makes me think of the creative content campaign we did with Instagram and With You Charity at the beginning of 2023. We partnered with social media influencer Chunkz on a range of video materials on their platform to reach young audiences in order to raise awareness of safety measures available to protect them when using social media, such as Instagram's anonymous reporting and blocking tools.

It got about seven million impressions in a space of a few weeks. Chunkz was our first and only choice and the copy was co-written by him specifically for the audience we were trying to identify with. If

we had got ChatGPT to write the content for his voiceover, would it have been authentic? Unlikely. Would ChatGPT have even allowed it? Doubtful. The content included drug abuse and mental health issues. Somethings you can't rely on AI to deliver.

AI is not the only answer

As someone who has been delivering brand creation and identity services coming up to 20 years, I understand the importance of individuality in a sea of white noise. Being individual and having a unique voice can only come from a place of leadership, vision, creativity, ideas and courage. This is a people business and this is what people buy into. Marketers need these traits more than ever if they intend to survive in this arena. AI can only do so much.

Digital, combined with AI can be an amazing partnership. However, if you're planning to use these tools without any creative strategy and just relying on these tools to do the work for you, then expect this to be your last career in this business.

Social media influencer Chunkz

Unloc

DEVELOPING YOUNG POTENTIAL

Spotlight on The Marketors' Trust

Chloe Webb
Liveryman & Marketors'
Trust Committee Member

In this issue, our occasional "Spotlight" series focuses on The Marketors' Trust – our charitable organisation to support the community.

The Marketors' Trust began life as the "Educational and Charitable Trust of the Guild of Marketors" and formally became a charity in 1976. It was set up by the Company's first Master, Reggie Bowden who became the first Chair of the Trust. Reggie made its initial donation of £1,000.

In 1977 the initial fundraising campaign by the Trust was a leaflet sent to all 50 members of what was then the Marketors' Guild. Its ambitious target was to raise £50,000 by 1978, which in fact took an additional six years to achieve. Early fundraising efforts were suspended whilst livery formalities for the Company were completed.

1981 was a milestone year for the Trust when it began to operate

with financial independence from the Company. By 1983, the Trust had over 50 regular donors from the Company and, with these resources, was able to reach more beneficiaries.

In the 1990s, funding was established for an annual award made to a member or relative to pursue an aspect of marketing.

By the 2000s, the Trust's role was focused on supporting educational awards and donations to charitable organisations. In 2002 a new mission statement was established to enhance the charitable profile of the Company by confirming a focus on marketing education.

Fast forward to 2023 and the Trust has undergone further transformation during Phil Andrew's term as Chair. The structure of the Trust has been amended, with the Company now taking over the role of trustee, rather than individual members of the Company. The former trustees have since formed a committee to act as a decision-making body to manage the activities of the Trust.

Giving in 2023 was grouped under six headings, aligning with its objectives. The first is **City and Civic** donations which includes causes such as the Lord Mayor's Appeal.

The second grouping is **good causes** and includes the Master's choice of beneficiary charities during their term. During 2023, one of the Master's choices was Unloc, an educational non-profit working to empower young people to be changemakers. Also within

MUSEUM of BRANDS

this grouping is the Charity Grants Programme which has quickly become one of the Trust's flagship initiatives.

The third group is **armed services** donations. Giving in this area is principally focused on donating to the Army Benevolent Fund's annual Big Curry lunch.

The next area of focused giving is the **marketing industry**, including support for the Museum of Brands and Archive of Market and Social Research.

Marketing education is another group with beneficiaries recognised in the form of bursaries and awards.

The final group is **hardship grants** which are made by the Trust to members of the Company in necessitous circumstances.

Looking ahead to 2024, the Trust's Committee agreed its giving plan for the forthcoming year at its meeting in November. The Trust's work is only possible due to the generosity of members of the Company, which has enabled giving of over £200,000 across the six groupings of beneficiaries over the last three years.

If you would like any further information about the Trust, or would like to donate, please contact Liveryman Chloe Webb at webbchloe@hotmail.com.



Marketing Apprenticeship Awards

“Calling enlightened company leaders and ambitious young people from tough backgrounds! Together we can start to level up the marketing industry. You lean in, we’ll put our shoulders to the wheel and together we’ll make an impact.” This inspiring quote is from The Marketing Academy Foundation (TMAF), a charity that places bright young people from low-income backgrounds into marketing apprenticeships and internships.

The Marketors and its Awards Committee has long wanted to support apprenticeships and to widen access to marketing. After much discussion, consideration and a lengthy search for a suitable partnership, we are delighted to be able to support TMAF by awarding them a grant. This is as a result of a financial grant and key support from the Marketors’ Trust.

The TMAF candidates are bright and ambitious but they lack social capital – that magic that middle-class students can rely on for someone to check their CV, give interview practice, or explain office culture.

TMAF’s website says: “Around 30% of young people come from low-income homes. And they are seriously under-represented in the advertising and marketing workforce. Breathtakingly unfair! And businesses are missing out on millions of young people who are ambitious, bright, entrepreneurial and anything but entitled. Just the sort of diverse talent that almost any business says it needs.”

<https://www.tma-foundation.co.uk/employers>

TMAF finds these young people and helps to place them in apprenticeships and internships, giving them a helping hand as well as additional training. The grant from the Marketors will enable TMAF to expand its recruitment and source more opportunities.

What are Marketing Apprenticeships?

The word ‘apprenticeships’ conjures up images of car mechanics and young Jedi, but in fact the whole apprenticeship landscape



TMAF CEO Daryl Fielding with young job seekers

changed in 2018. There are now over 800 apprenticeships, covering everything from care assistants, soil technicians through to business analysts. Each apprenticeship has a Standard, created by a group of employers who set the Knowledge, Skills and Behaviours the apprentice needs to learn for their role. For example, amongst many other skills, a Content Creator Apprentice needs to be able to write and edit copy for use in print and online, whilst a Marketing Manager Apprentice learns to plan and analyse a marketing strategy.

Several Marketors have already been involved with the employer groups, known as Trailblazer groups, most recently for the Multi-channel Marketing Apprenticeship. There is an ongoing development process to ensure the Standards continue to meet industry needs.

Greater opportunities

Daryl Fielding, CEO of TMAF, says “Talented young people from tough backgrounds feel comfortable applying for our apprenticeships and our hypothesis is that they feel such roles are more accessible to them. Apprenticeships are a massive opportunity to attract diverse talent. Our work has been successful but limited to the industry contacts of our supporters. The grant from the Marketors will allow us to expand our recruitment of potential employers to create more opportunities.”

Phil Harris, Chairman of the Awards Committee, said “The TMAF is an excellent charity bringing much needed diversity to our industry and supporting those who are

otherwise excluded. I look forward to a long association and many new Apprentices working in our profession.”

The Awards Committee looks forward to regularly updating Marketors on the outcomes of this ongoing initiative. For more information about the work of TMAF, you can contact info@tma-foundation.org.

Have you thought of joining the Court?

Sue Garland-Worthington
Past Master & Court Nominations
Committee Chairman

The Court Nominations Committee is keen to see as many people as possible express an interest in joining the Court. Being on Court is, I think, extremely rewarding, offering a real opportunity to contribute to the growth and future direction of the Company, chair a Committee and become more involved in the Livery movement and the Civic City.

As a Court Assistant you will be expected to attend the quarterly Business Court at Plaisterers’ Hall where we transact the affairs of the Company and also the Ceremonial Courts, usually held just before Great Events, when Freemen are formally admitted to the Company and newly-elected Liverymen clothed in the Livery.

If you are a Liveryman and think being a Court Assistant might be for you, please do contact me at sueziggyer@icloud.com.

Flying high with Worshipful Company of Marketors

Tony Norton
**Liveryman & AFCC
 Committee Member**

Over the past two years the Armed Forces and Cadets Committee has been reviewing the Company's affiliations with our armed forces partners.

We have a strong relationship with 151 Regiment RLC, HMS ST ALBANS and St Dunstan's College but it was felt that we needed to complete our affiliations and build a relationship with the RAF.

Not as easy as it sounds but, after almost two years of discussions and negotiations, the AFCC is proud to announce that the Company has now agreed an affiliation with RAF

Cranwell. This will formally be signed by the Master Elect and the Station Commander of RAF Cranwell Group Captain Tina Jessup at the Installation Dinner in January.

Chairman of the AFCC, Keith Rowland, commented: "It is a great moment for the Worshipful Company of Marketors to have an affiliation with such a prestigious pillar of the RAF."

RAF Cranwell is not new to the world of livery companies, as it already enjoys affiliations with the Honourable Company of Air Pilots and the Worshipful Company of Armourers and Braziers, both of whom have supported us in our affiliation process, for which we thank them.

In many cases of affiliations such as this, the relationship is purely ceremonial. As Marketors we aim to provide pro bono marketing support to the RAF both locally and nationally through the team at RAF Cranwell and make it a truly working relationship where our skills as Marketing Professionals benefit the RAF and its marketing objectives. We want it to be a 'sleeves rolled up' relationship that sits alongside the ceremonial aspects of the relationship.

The Station hosts 22 RAF units including the renowned RAF

Academy, the oldest Air Force College in the world, as well as the Recruitment and Selection Unit. The AFCC is planning a visit to RAF Cranwell early next year to start to get to know how everything works and will report back in the pages of the Marketor magazine.

What do the Almoners do?

Sue Garland-Worthington
Past Master & Lead Almoner

In these difficult times, do remember that within the Marketors is a team of Almoners ready to help you with problems you may be facing. We are not qualified counsellors but we can lend you a sympathetic ear and hopefully assist you in finding a way forward. We can also liaise on your behalf with the Marketors' Trust, one of whose objects is to help members and their dependants 'in necessitous circumstances'.

If you think we could help you at any time, please do contact me or any of my fellow Almoners: Keith Arundale, David Cowell, Anne Curtis, John Fisher, Venetia Howes, Mike Jones, Diane Morris and Angela White Horan.



Group Captain Tina Jessup

Education and Knowledge Development Committee

Dr Fran Hyde
Freeman & EKDC
Committee Chairman

Sourcing our **Thought Leadership** pieces continues to be an important part of EKD committee work. We are currently working with Cranfield University to make two awards which will recognise submissions that "demonstrate a real contribution to academic knowledge, practice and, in particular, thought leadership in Marketing".

The two winners will be asked to write a short **Thought Leadership** piece for our blog. This project has been made possible by The Marketors' Trust. A 'thank you' from me to Junior Warden David Elmer for his help in 'recovering' this project! As you are reading this,

please don't forget that we are always interested in your posts and 'thoughts' on marketing whether that be from an academic or practitioner position. We know these posts on LinkedIn are an important way of building the visibility of the Worshipful Company of Marketors on this key social media platform. So why not make it one of your New Year resolutions to write a post in 2024? For more details and expressions of interest please contact Omaid at omaidhiwaizi@gmail.com.

Helpfully, London Careers Festival has been moved from July (when it clashes with the Academy of

Marketing annual conference) to the spring. The date for secondary schools is Tuesday 27 February 2024 and, at the time of writing, we know that the event will be at the Guildhall, with two sessions. Session 1 from 10:00 to 12:00 and session 2 from 12:30 to 14:30. We will be looking for two people to work with me at each session. We have started making plans for a Worshipful Company of Marketors presence with some engaging interactive activities to ensure we make a useful contribution to this key event for young people in London. If you are able to help, please contact me at f.hyde2@uos.ac.uk or franceshyde@hotmail.com.

Becoming a Liveryman of the Marketors – there's no place like home

John Zealley
Court Assistant & Livery
Committee Chairman

While most Marketors will have long and successful careers in marketing and related sales, agency and commercial fields, their tenure in any given role can be relatively brief. In fact, the average tenure of a CMO is three to four years, according to the recent Spencer Stuart survey. Furthermore, Marketors often 'zig zag' from one organisation to another as they progress, perhaps losing touch with colleagues as they, too, move forward on varied career paths.

Against this background, progressing to being a Liveryman of the Marketors enhances a valued sense of continuity, especially in these uncertain times, representing as it does long term membership of a body of likeminded folks who won't chop and change with every change of role. As the phrase runs, 'The Livery is for Life'.

Critical to this is the special sense of fellowship being a Liveryman brings, offering as it does the opportunity to progress to become part of the 'senior team' of the Company by serving on Court and providing leadership by chairing a committee. Fellowship developed in such a context has deep and long-lasting roots.

Similarly, the marketing-related charitable activities of the Company are critical to its USP. Becoming a Liveryman demonstrates further commitment to the Company's purpose that 'Marketing is a source of Social Good', with active participation in the Company's Mentoring and Outreach programmes, alongside support to The Marketors' Trust, all giving strong foundations to the Liveryman's role.

The Livery Committee is looking to hear from Freeman who have begun to make a contribution to the Company, whether via a committee, our charitable programmes or knowledge development activities and who play a part in the Company's fellowship activities through attendance at our events. To progress to becoming a Liveryman, you will first need to have been admitted to the Freedom of the City by applying to the Chamberlain's Court.

So, to learn more about making your marketing 'home' as a Liveryman in the Marketors, please email Suzie Rendle, Deputy Clerk at clerk@marketors.org who can share more details and connect you with the Livery Committee.

Mentoring news flash



NEW! Marketing Career Mentoring Programme launched at Royal Holloway University of London School of Business & Management.

We need you! Join the WCM Mentors team supporting RHUL SoBM. For details please contact: jarmila.yu@yuniquemarketing.com

Fellowship – the essence of livery

Martin Ashton
Court Assistant &
Membership Chairman



*Members of the Tribe get together after November's Presentation of Address ceremony.
L to r: Martin Ashton, guest Pekka Halmet, Serafina Manca, Kelly Wu, Vlad Dobrokhotov,
Laura Beccaria*

A key part of joining any livery or, indeed any membership organisation, is fellowship. Fellowship at the Marketors is the shared values and interests of fellow members that cement our Marketor community. This is where our Fellowship Committee exists and whilst it encompasses many important functions of the Marketors', its core element is ensuring our members, new and old, are integrated and feel part of the community regardless of their age, status, or time commitment.

For new members, its remit is to help integrate and progress them through to the Freedom of the City and ultimately Livery. For established members, it is to make sure that their experience, skills, and abilities continue to reflect our founding principle 'We believe in the power of marketing to deliver economic and social good'.

Whether you are a new Freeman, a long-term Liveryman or a member well into retirement, getting involved with the Marketors offers you the opportunity to participate in one of the City's most innovative and exciting livery companies.

Sheep drive

Over the last few months, many of our new Freeman have applied for the Freedom of the City and some took part in the Worshipful Company of Woolmen's Sheep Drive in September. This annual event allows Freeman of the City to celebrate the ancient "right" to bring sheep (and other livestock)



*Marketors enjoy a rooftop drink. L to r: Robin Plender,
Jacques Edeling, Sarah White, Michael Gottlieb*

to market over the Thames, toll free. This annual event is in aid of raising funds for The Woolmen's Charity and The Lord Mayor's Appeal.

The Fellowship Committee currently has one active Special Interest Group – the Wine Circle led by Past Master Dr David Pearson, designed to appeal to members with a keen interest in the subject. Events have included a visit to the Blackbook urban winery in Battersea and a table at 2023 Cofradia Winter Dinner.

The Tribe

The Marketors' Tribe is a vibrant group of Marketors', formed with the aim of bringing together the 'future leaders of our Company across a mix of social, cultural and professional events. The Tribe has its own WhatsApp group where participants can swap ideas and ask others for advice on a marketing subject. Several events are in the pipeline for 2024 and we are always looking for more people to get involved and contribute.

In July, I had the pleasure to host a Fellowship evening at Plaisters' Hall for recent Freeman. The evening was designed to talk about the aims and structure of the Company, the Committees and progression through to Livery. We will be hosting another event later in the year giving all recent Freeman the opportunity to attend.

We want to hear from you

Finally, do you have any suggestions for Fellowship? Do you want to get involved with the Committee or simply want to know about an event that you might want to come to? Perhaps you have an idea for a Special Interest Group or are interested in progression? If so, please contact me at msa44@hotmail.com.

For the Marketors' Tribe, please contact Laura Beccaria at laurafbeccaria@outlook.com.

The Swordbearer, Liveryman Peter Rees, at a Mansion House Ceremonial Court



The Marketors' Sword of Honour

Zoë Phillips
Freeman & Heritage Committee
Communications

Ceremonial swords hold a significant place in the customs of a number of livery companies and are used for official ceremonies, formal processions and banquets. While it's challenging to pinpoint when a livery company used their first ceremonial sword, it's safe to say that the tradition of such swords has a long history.

Decoration

Livery company ceremonial swords are sometimes richly decorated, others simpler and more functional in appearance. They often depict their trade, for example, the Worshipful Company of Cutlers, a livery company associated with the cutlery and knife-making trade, has a distinctive sword that incorporates cutlery-related elements in its design. Similarly, the Worshipful Company of Goldsmiths, associated with the gold and silver trades, has a sword that includes gold and silver motifs. There is a sword in the City's coat of arms which represents the sword of the City's patron saint, St Paul.

The Marketors' sword

The one belonging to our Company was presented to us in 1976 by Roy Randolph and was made by Wilkinson Sword, for whom Roy was Marketing Director. In fact, it was officially marketed by Wilkinson Sword as a

Battle of Britain Victory Sword

and while ours is one of 300 silver-plated swords produced for the 30th anniversary of the Battle of Britain in 1970, there were also similar batches of 300 produced at the time, both in bronze and gold plated. This victory sword was reissued in a further batch of 500 for the 50th anniversary in 1990. It seems fitting that a sword produced speculatively in limited edition and wholly dependent on promotion and marketing for its sales is the sword we use!

Our sword is embossed along the blade on both sides with images of Spitfires and RAF service personnel, and Winston Churchill's image appears on the hilt. It is inscribed "*Dedicated to the few and to the many who helped make victory possible*". It measures 112cm in length and comes complete with a RAF blue and gold scabbard.

The Marketors' Swordbearer

If you have been to one of our Great Event dinners, you might have noticed Liveryman Peter Rees, our current Swordbearer, carrying our sword. It is an honorary role which involves Peter preceding the Master and Wardens at Ceremonial Courts as well as the top table party. This means the Swordbearer needs to attend all our Great Event dinners during the time they are in office.



Our Swordbearer traditionally wears a livery gown and white gloves when formally processing with the sword. The "Sword", as our Beadle sometimes calls them, has other duties. They assist the Beadle in removing the Master's gown, replacing his or her chain and badge, and collecting the gowns of the Wardens and new Liverymen before dinner. After dinner, the Beadle and Sword lead the Master, Warden and principal guests out of the dining room.

- Here is a list of those who have held the role of Swordbearer in the Marketors since 2000, when it became an honorary appointment.
- 2019 – present Peter Rees
 - 2018 Stephen Christou
 - 2015 – 2017 Keith Rowland
 - 2013 – 2014 John Freeman
 - 2012 Lee Robertson
 - 2011 John Freeman
 - 2005 – 2010 Brian Sweeney
 - 2002 – 2004 Mike Kearsley
 - 2000 – 2002 Roddy Mullin

You be the judge

Jeremy Stern
Liveryman and Law & Marketing
Committee Chairman

The Law & Marketing committee recently hosted a webinar for members focused on improving the awareness of the rules and regulations that impact marketers and their campaigns.

In 2022 the ASA received a record 43,325 complaints about marketing communications, of which 20,456 were upheld, resulting in the campaigns being withdrawn or amended. This surge in complaints reflects badly on our industry and should act as a timely reminder as to what is and isn't acceptable.

The webinar, entitled 'You Be The Judge' used actual examples of complained-about campaigns and asked our audience to vote on whether or not the campaign was indeed a breach of the CAP Code. Here are some of the highlighted campaigns and we will leave you to come to your conclusion as to whether or not they broke the Code.

Answers on page 28.

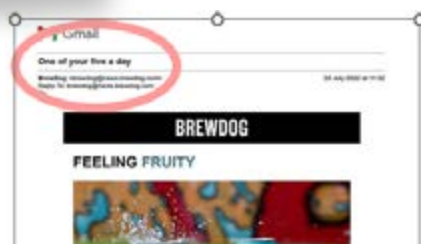
Vodafone provided influencer Binky Felstead with free tickets to the Wimbledon tennis championships. On her social media channels, she politely thanked Vodafone for their hospitality. A complaint was made to the ASA that her posts were the result of a commercial agreement between Binky and Vodafone but were not clearly identified as marketing communications.



1

WAS THE COMPLAINT UPHELD?

2



BrewDog sent an email to its database with the subject line "One of your five a day". The aim was to promote their non-alcoholic, fruit-flavoured beers. The complaint was that the campaign was misleading, as it could lead consumers to believe that the beer was as healthy as a portion of fruit or vegetables.

WAS THE COMPLAINT UPHELD?

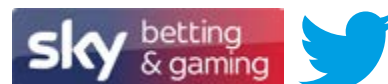
3



Cryptocurrency Floki Inu ran an advert on the London Underground. The complaint was that the advert was irresponsible because it was based on FOMO, Fear Of Missing Out, and could mislead consumers, especially those who were inexperienced in investing.

WAS THE COMPLAINT UPHELD?

4



Sky Bet ran a Twitter campaign featuring the footballer Micah Richards with the headline of 'Club football returns following the break ...get £20 in free bets when you place a £5 bet'. A complainant felt that the use of Micah Richards was likely to ensure that the advert had strong appeal to those under 18, which is not allowed.

WAS THE COMPLAINT UPHELD?

A busy year at St Bride's Church

Fergus Naughton
Freeman & St Bride's Liaison



Over the course of 2023, many of you living in, working in or just visiting the City of London will likely have come across events related to Wren 300. These were a series of talks, tours and exhibitions in celebration of the life and work on the tercentenary of the death of Sir Christopher Wren, Britain's most celebrated and accomplished architect.

In such a busy post-Covid year, you may be forgiven for having missed some of these, but one ever-present feature of London that is impossible to miss is Wren's masterpiece of St Paul's Cathedral. And just a few hundred yards west of St Paul's down Fleet Street lies St Bride's Church, another exemplary piece of architectural brilliance, similarly designed and rebuilt by Sir Christopher Wren following the Great Fire of London.

Since the birth of the printing industry on Fleet Street in the 1500s, St Bride's has been a spiritual home for those working in journalism and it now houses a Journalist's Altar with photo memorials of those in the media who have died, are held hostage, or whose fate is unknown. But St Bride's is also a shared home for all those in the communications industry and has had a long-standing association with the Worshipful Company of Marketors – in fact, since our establishment as a Guild in 1975.

And this is why 2023 was such a busy year for the Marketors at St Bride's!

Photo: John Fisher

Following a Covid-related hiatus, in January Master Dr Glyn Cartwright received the annual blessing from the Company's honorary Chaplain, the Reverend Canon Dr Alison Joyce. Joining the Master and his wife Katrina on that momentous occasion was a healthy contingent of Marketors, including Past Masters, Court members and newly-welcomed Freeman of the Company. Everyone enjoyed a wonderful service accompanied by beautiful choral arrangements, all followed by a joyous lunch reception.

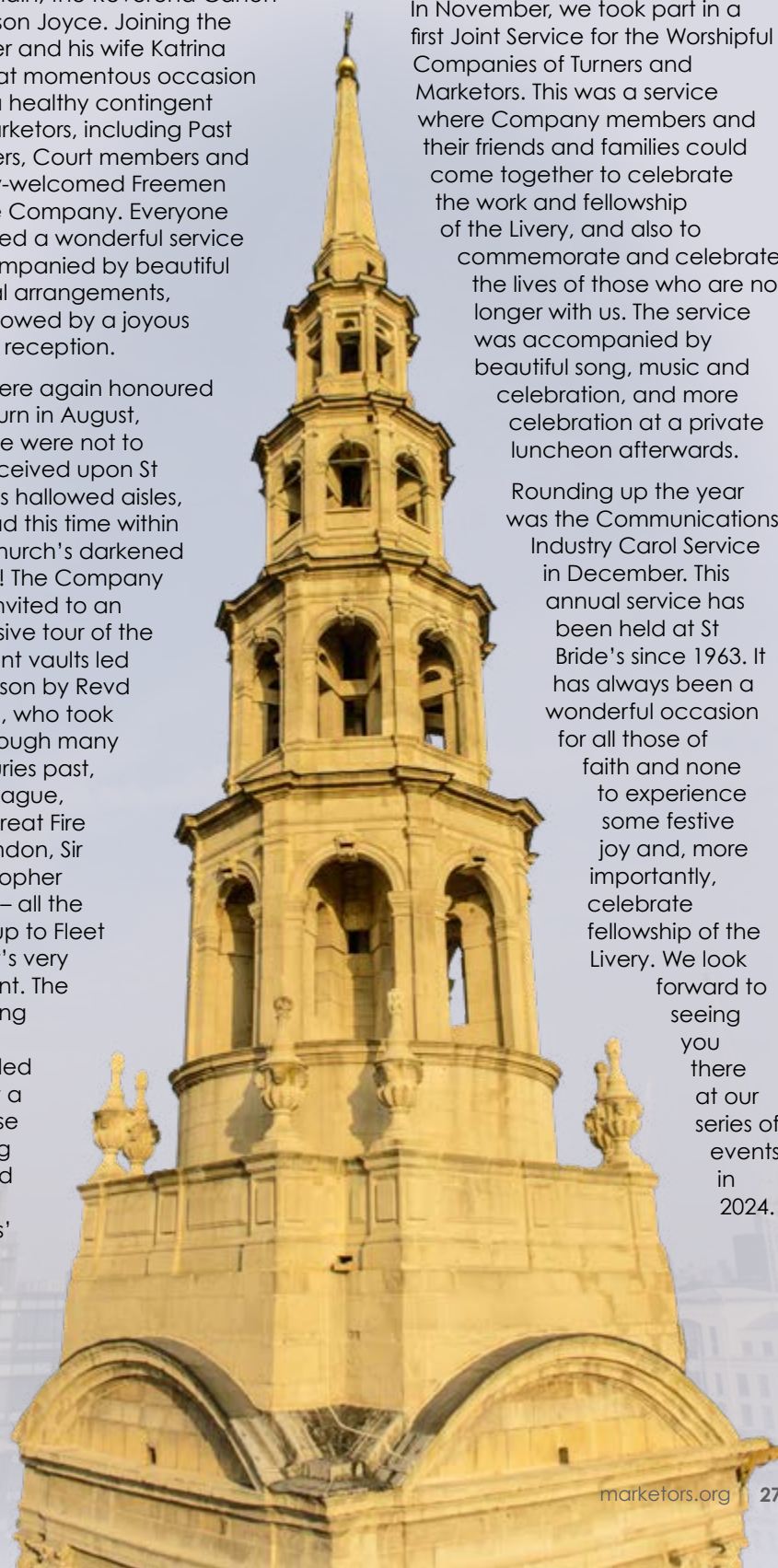
We were again honoured to return in August, but we were not to be received upon St Bride's hallowed aisles, instead this time within the church's darkened Crypt! The Company was invited to an exclusive tour of the ancient vaults led in person by Revd Alison, who took us through many centuries past, The Plague, the Great Fire of London, Sir Christopher Wren – all the way up to Fleet Street's very present. The evening was rounded off by a cheese tasting hosted by 'Mons'

Cheesemongers who talked us through a selection of six outstanding cheeses accompanied by some choice wines.

In November, we took part in a first Joint Service for the Worshipful Companies of Turners and Marketors. This was a service where Company members and their friends and families could come together to celebrate the work and fellowship of the Livery, and also to commemorate and celebrate the lives of those who are no longer with us. The service was accompanied by beautiful song, music and celebration, and more celebration at a private luncheon afterwards.

Rounding up the year was the Communications Industry Carol Service in December. This annual service has been held at St Bride's since 1963. It has always been a wonderful occasion for all those of

faith and none to experience some festive joy and, more importantly, celebrate fellowship of the Livery. We look forward to seeing you there at our series of events in 2024.



You be the judge – the results

Jeremy Stern
Liveryman and Law & Marketing
Committee Chairman

1



Vodafone

Clause 2.1 of the CAP Code states that marketing communications must be obviously identifiable as such and, although there was no formal contract between Vodafone and the influencer, she was sent a guide encouraging her to share her experience with the hashtag @vodafone. Even though it was a 'gift' she should use #ad or similar in her posts and that #gifted was not sufficient.

UPHELD

LEARNINGS: Always have a clear contract with influencers and ensure they use #ad or similar.

2



Brewdog

Clause 3.1 of the CAP Code states that marketing communications must not materially mislead or be likely to do so. BrewDog felt their audience would understand that beers – even a fruit beer – were not equivalent to portions of fruit or vegetables and would enjoy the joke. The ASA disagreed. The claim was a key part of the advert and as such it was likely to mislead and must not be used again.

UPHELD

LEARNINGS: Do not assume that humour or wit will work. Don't make false claims.

3



Floki Inu

Clause 14.1 of the CAP Code states that offers of financial products must be set out in a way that allows them to be understood easily.....and not take advantage of consumers' inexperience or credulity. The ASA felt that by appearing on Tube adverts, it was appealing to a very wide audience, many of whom would be inexperienced and not aware of the risks involved in investing in cryptocurrencies. In addition, whilst there was a disclaimer, it was very small and limited.

UPHELD

LEARNINGS: Selling financial services and products require skill and care. Seek professional advice.

4



Sky Bet

Clause 16.1 of the CAP Code states that *marcomms for gambling must be socially responsible, with particular regard to the need to protect children.....they must not include a person or character whose example is likely to be followed by those aged under 18...* Sky Bet argued that Micah Richards did NOT hold strong appeal to under 18's. His professional career had ended in 2019, and he was now a football pundit. In addition fewer than 3% of his Instagram and Twitter followers were under 19 and the media for the campaign was specifically aimed at over 25s.

NOT UPHELD

LEARNINGS: Be led by the data. So many things appeal to under 18s, you need to ensure that your campaign and its media strategy are perfectly aligned with older audiences. Research in advance.

These cases demonstrate the importance of knowing the rules, especially in terms of disclosure, targeting, and environmental claims. Being Legal, Decent, Truthful is the motto of the ASA, but it is also a mantra that all marketers should follow. The UK has the least regulated marketing industry in Europe and it is important that we keep it that way. And the way to do that is to ensure that there are as few marketing disasters as possible and that there is no need for the Government to step in with ill-conceived authoritarian rules. In addition, by adhering to the

advertising codes, that have been written by the industry itself, marketers can help to protect consumers and build trust in their brands.

The event was a lively and interactive session and all those attending took away a greater appreciation for running their campaigns.

Joining the Marketors: our four-step process

Dr Annmarie Hanlon
Court Assistant &
Membership Chairman

This article outlines the process the Membership Committee uses to recruit new members. By taking time to meet everyone and to explain in detail who we are and what we do, we hope it will ensure new joiners remain as members.

STEP ONE: ATTEND AN OPEN EVENING

These are held quarterly at Plaisterers' Hall and are an informal conversation about what's involved, as well as an opportunity to meet other members of the company. It's also a great way to test the level of interest.

The membership page of the website (marketors.org/membership) shows the forthcoming open evenings with a link to EventBrite which allows individuals to register and book a place. This also provides the Membership Committee with a list of people attending.

If you have a colleague or friend who is interested, you can share the link with them.

STEP 2: APPLICATION FORM

When individuals have attended an open evening, several drop out as it's not for them. This can be because we are not a sales club, or the fine and quarterage are more than anticipated. If they are still interested, we ask them to complete the application form. If you have introduced someone, you can propose them and then find a seconder. When they submit their application form we request this with a two-page CV (we have had 11 page CVs in the past!) to give us more details. We double check the individual meets the criteria which, at this stage, they usually do.

STEP 3: INTERVIEW

As they have attended an open evening and we have met them, the next step is to invite the prospective Freeman to an online interview.

STEP 4: APPROVAL

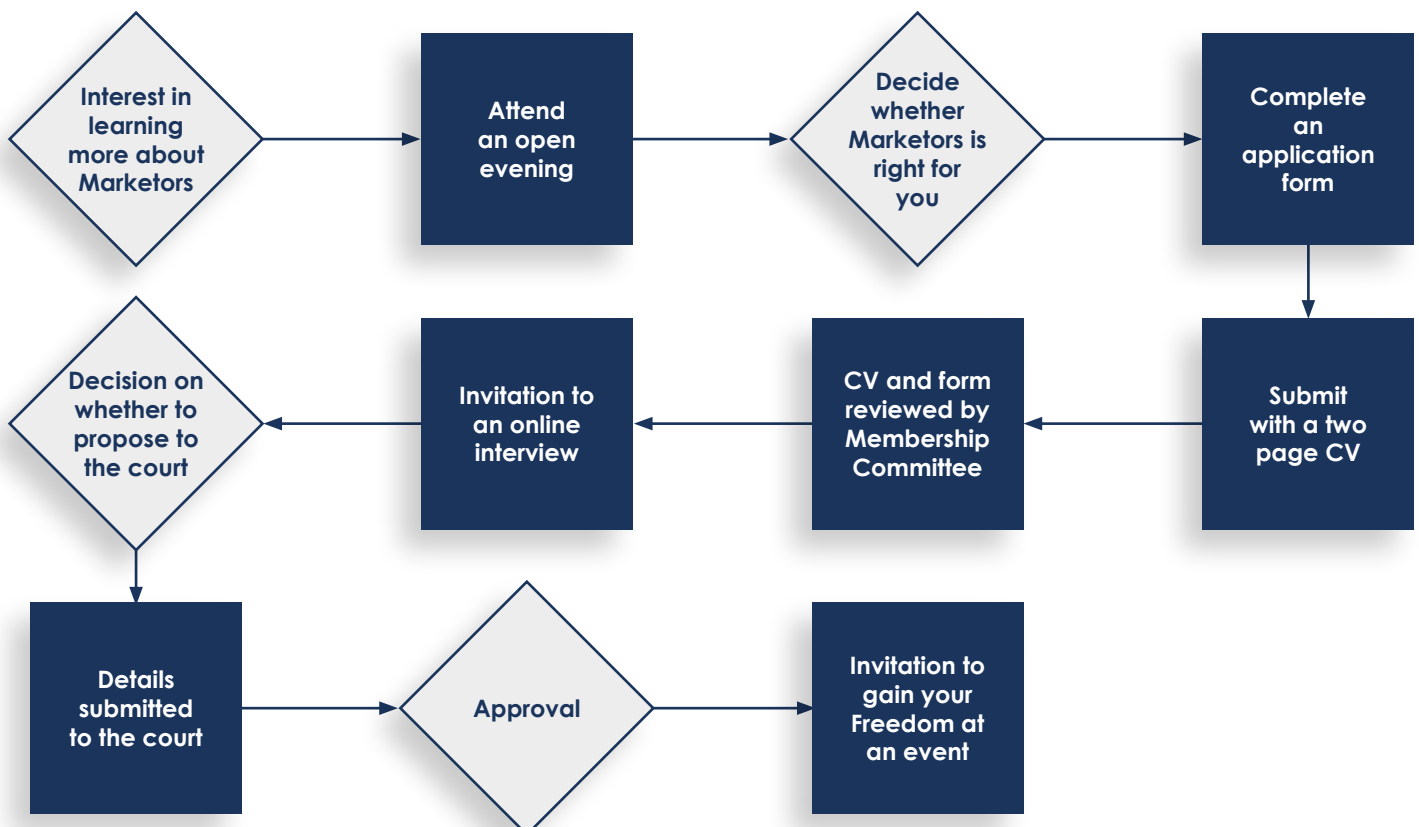
After the interview we decide whether to propose them to the Court, or whether they should perhaps attend an event first. Once submitted to the Court, most applications are approved. The prospective member is then contacted by the Clerk and invited to gain their freedom of the Company at the next available event.

Future open evenings

The next events will take place on Thursday 18 January and Wednesday 10 April.

How you can help

Who do you know who is a potential Marketor? Please visit the membership page of the website (marketors.org/membership) and send the page details to your contacts who you think will fit the bill, so they can book directly onto our next open evening.



Mentoring Masterclass

Alan Dodds
Liveryman

On 2 October the Marketors' Mentoring Programme's Masterclass brought together professional and experienced mentors with WCM members seeking guidance on mentoring.

Court Assistant Peter Rosenvinge began by explaining how mentoring has long been recognised as a valuable tool for personal and professional development. However, the traditional mentor-mentee relationship has developed at pace and the Masterclass aimed to explore this further by sharing insights from both Court Assistant Philippa Seal and a panel of experts who included specialists from Greenwich University's Business School. The Master opened by emphasising the importance of the Mentoring Programme to the Marketors and how it dovetailed into his theme to 'enjoy, engage and embrace'.

Interviewed by Peter, Philippa articulated answers to several topical questions:

Peter: *What is mentoring and how is it different from coaching?*

Philippa: Mentoring goes back to Greek mythology and Homer's Odyssey, where Odysseus left his son with an old friend called Mentor – an older, wiser, paternal figure who shared his knowledge, experience

and wisdom with the young man.

It is a process where one person offers help, guidance, support using empathy and practical experiences of their own, to facilitate the learning and development of another person. Whether it is sharing insights, providing perspective or acting as a sounding board, mentoring can help build confidence and empower individuals to grow and succeed.

Coaching is a relatively new term and has its roots in psychology and sports. Coaching is around specific short term performance issues and goals.

Peter: *Why has mentoring moved up the business agenda?*

Philippa: It is a particularly powerful way of learning for the mentee and for the mentor.

Peter: *Why is mentoring important for Marketors?*

Philippa: Because it works. For marketers, mentoring is a way to multi-skill ourselves and future-proof our competences. For instance, reverse mentoring of a more experienced digital marketer with a less experienced one.

Peter: *Where do I go if I am interested in doing more mentoring?*

Philippa: Join up as a Marketors Mentor to mentor other Marketors and/or as a mentor to a student via one of our partners such as

Greenwich University. Or, if you are a member of the CIM, join their Mentoring Scheme. Alternatively, you can sign up to be a career mentor at a university, or contact the Schools Livery Link to volunteer in schools.

Peter: *What are some of the key skills needed to be a successful mentor?*

Philippa: Actively listen. It is all about the other person and is not about you. Put aside your own values and judgement. Do not assume anything. Gently ask and probe.

Ask what a successful session/conversation for them would look like. What would they like to leave with, if anything? Use imagining techniques. Take them to the future. Where will they be? What they would like to have achieved in x months etc.

Know yourself – do a personal SWOT. Understand what you are good at and use that knowledge to help your mentee. Know your limits. Enjoy what you have to give and your mentee will enjoy meeting and learning with you.

In the second part of the event Philippa was joined by a panel of specialists including from the Marketors Mentoring partner, Greenwich University. The key success of the Masterclass was that every Marketor attending spoke about their own personal experience of mentoring.



Left to right: Philip Wright (Marketors = M), Richard Harris (University of Greenwich = G), Raluca Marinciu (G), Bob Burgess (M), Munnazzah Azmi (G), Alan Dodds (M), Philippa Seal (M), the Master (M), Peter Rosenvinge (M) and John Jeffcock (M)



Richard Harris from the University of Greenwich (centre) shares mentoring insights with Marketors

Surrey search and rescue

Gina McAdam
Liveryman & Outreach
Committee Member



events. This enabled me to gain an understanding of the local community's awareness and understanding of Surrey SAR activities, charitable status and funding model. Many believe the organisation is funded through the state in the same way as Fire and Rescue services.

"I really enjoyed being out with the team, especially the community events. Once I managed to get very wet from the heavy rain and sunburnt on the same day!

"Last year, the team was called on by the emergency services 56 times, 42 of these resulting in full searches. Some callouts lasted a few hours, others several days with many missing persons successfully located by Surrey SAR's trained search technicians.

"Surrey SAR have used our Marketors grant to update their banners and fund-raising tools and to update their website. In addition to funds raised at local events, we nominated Surrey SAR as our Coronation Week party beneficiary, raising a further £720, one of their largest single donations. They were delighted."

As part of the Outreach initiative Darren is working with Surrey SAR to create a marketing plan. You can follow Surrey SAR at <https://surreysar.org.uk>. Thank you, Darren, and all our Outreach Directors. You make a considerable difference through marketing.

This column is an opportunity not only to announce the successful conclusion of our Outreach Programme projects, but also to recognise the progress made on our current work. Outreach Directors enjoy the fulfilment that comes from offering their marketing expertise pro-bono to small charities. Inarguably, their efforts showcase the valuable 'giving' aspect of this great Company.

Surrey Search and Rescue (Surrey SAR) is one of our active projects, benefitting from £2.5K in the second round of The Marketors' Trust grants to smaller charities. Surrey SAR supports emergency services in Surrey to locate missing vulnerable adults and children and bring them to safety. It has some 80 trained volunteers, who are called upon by the police (the first point of contact for missing persons) when in need of trained and coordinated searchers in areas where they no longer have the manpower. Surrey SAR specialist teams and search dogs are on call 24/7, no matter the weather or terrain.

Surrey SAR relies on public donations to cover running costs, acquire

essential equipment and train volunteers. Pro-bono marketing advice has been sought from designated Outreach Director, Chartered Marketer and Liveryman Darren Joseph Bayley (day job: Sales Director of educational charity AQA). This advice covers social media, growing the volunteer base and increasing donations from the public and local businesses.

Describing his work with Surrey SAR, Darren said: "It's been a very interesting project so far. I've assisted as a volunteer on training days including a large exercise in Richmond Park, which allowed me to meet team members and see them in action. I've also assisted them with fundraising at community





UPCOMING EVENTS

Upcoming events

Thursday 18 January Prospective new members' evening – Plaisterers' Hall Court Room

Thursday 25 January **Installation Dinner – Guildhall**

Thursday 1 February Online lecture by Dr Glyn Cartwright on the development of sustainable SMEs

Monday 5 February Joint FSG drinks – Hand and Shears, 1 Middle Street, EC1A 7JA

Tuesday 13 February Inter livery pancake races – Guildhall Yard

Wednesday 21 February Common Hall – Zoom and Plaisterers' Hall Court Room

Tuesday 27 February London Careers Fair – stand volunteers needed

Thursday 18 April Big Curry Lunch – Guildhall

Wednesday 10 April Prospective new members' evening – Plaisterers' Hall Court Room

For information about the Marketors' Tribe, contact Liveryman Laura Beccaria on laurafcbeccaria@outlook.com

Please check for our calendar of social events on our website and book via the emails sent by the Clerk's office.

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