



WORSHIPFUL  
COMPANY of  
MARKETORS

# MARKETOR

AUTUMN 2015 / ISSUE 69

THE LIVELY COMPANY MAGAZINE FOR MARKETING PROFESSIONALS



## MARKETORS AT MANSION HOUSE



WORSHIPFUL  
COMPANY of  
MARKETORS

# MARKETOR

THE LIVERY COMPANY MAGAZINE  
FOR MARKETING PROFESSIONALS

AUTUMN 2015 / ISSUE 69

## Contents

The Master's Column	3
Annual Banquet at Mansion House	4
Marketors on Manoeuvres	11
Mentoring Programme	12
WCM Livery Golf Day	13
Marketors Walk the Skies over London	14
HMS St Albans' Golden Ticket to America's Cup Racing	15
St Bride's Corner	15
Personalised Marketors Christmas Cards	15
Letters	16
Tri-Livery Digital Media Group Presentation	17
Obituary – Past Master John Flynn	18

## Regular Features

Members' News	19
Sponsorship & Book Club	19
Diary Planner	20

Most photography courtesy of  
Ben Fisher

## Editorial

**The year is galloping ahead – I'm sure they're getting faster – but there is still a huge amount to look forward to before the last edition of Marketor lands on your doormat. As the Master has pointed out, we have the dinner to celebrate our Founder, Reginald Bowden, now called the Bowden Charter Dinner and various social and business events between now and the end of the year.**

All of these events require a lot of organisation; our Great Events, such as the Mansion House Banquet, written up on pages 4 to 8, are organised by the Clerk and Assistant Clerk, but everything else is put together by your fellow members on a voluntary basis. While event organising can sometimes be a frustrating task, it can also be a lot of fun and is a great way to meet new members of the Company and to give something back. If you would be willing to donate some time to doing this, please make yourself known to the Chairman of the events committee, currently Junior Warden Richard Christou.

Of course, if you have very little spare time, you can always just attend events, which is another way to enjoy fellowship with your peers. I have never failed to be impressed by the people I have met

at dinners and we're such a versatile and interesting bunch! From writers, such as Liveryman Ardi Kolah, who had a successful book launch last month, to Past Master John Petersen who is now an award-winning wine maker, there will always be someone who will surprise you with some aspect of their life or work.

Indeed, I was proud of being 'mentioned in despatches' by a very impressive young Naval officer I met at the Master's Installation Dinner when he wrote to Court Assistant Hugh West, Chairman of the Armed Forces & Cadets Committee. Here is a classic example of how multi-faceted our members and guests truly are.

Another example of this is the launch of our mentoring programme (p12), where members of the Company will take a year to mentor external 'clients' or mentees in marketing. We have such a wealth of talent and experience in the Company that it would be a crime to keep it under wraps, so please volunteer for the programme.

This brings me to someone who was a true inspiration and always generous with his time and advice, Past Master John Flynn, whose obituary is on p18. We will miss him. ■

### Master Marketor:

Andrew Marsden  
E: [master@marketors.org](mailto:master@marketors.org)

### Senior Warden:

David Pearson  
E: [seniorwarden@marketors.org](mailto:seniorwarden@marketors.org)

### Middle Warden:

Sue Garland-Worthington OBE  
E: [middlewarden@marketors.org](mailto:middlewarden@marketors.org)

### Junior Warden:

Richard Christou  
E: [juniwarden@marketors.org](mailto:juniwarden@marketors.org)

### Clerk:

John Hammond  
E: [clerk@marketors.org](mailto:clerk@marketors.org)

### Assistant Clerk:

Doreen Blythe  
E: [clerk@marketors.org](mailto:clerk@marketors.org)

### Editor:

Jane Wharam  
E: [editor@marketors.org](mailto:editor@marketors.org)

### Worshipful Company of Marketors

Plasterers' Hall  
One London Wall  
London EC2Y 5JU

T: 020 7796 2045  
E: [info@marketors.org](mailto:info@marketors.org)  
[www.marketors.org](http://www.marketors.org)

Marketor is published on behalf of the Worshipful Company of Marketors by the Communications & PR Committee.

### Chairman:

Liveryman Andrew Cross  
E: [communications@marketors.org](mailto:communications@marketors.org)

 [Follow us @marketors](https://twitter.com/marketors)

### Design & Print:

**Ruddocks**  
T: 01522 529591  
E: [sales@ruddocks.co.uk](mailto:sales@ruddocks.co.uk)  
[www.ruddocks.co.uk](http://www.ruddocks.co.uk)



Marketor is printed on Magno Satin – an FSC certified, mixed sources paper.



# The Master's Column

**Well, what a fantastic few months we have enjoyed in the Company. I must thank you for supporting our events in record numbers. Most have been sold out and I can only encourage you to book early when the flyers arrive with you if you wish to avoid disappointment.**

The most recent highlight has to be the splendid Mansion House Banquet. This proved to be a huge success and a most enjoyable evening with the Lord Mayor being on top form. We held a fantastic Golf day in July with many Livery Companies in attendance and of course we had the innovative and hugely enjoyable Sky Walk, when we had a guided visit to the controversial and very impressive gardens on top of the 'Walkie-Talkie' building. The Master's Royal Edinburgh Weekend has also just taken place and this will be covered in the next edition of *Marketor*.

We are an increasingly active Company, with significant involvement in the City as well as our many internal activities. As a consequence, Court has taken steps to increase the level of resource available to us. With effect from September the Clerk's contract has been extended to four days a week and the office will now be open Monday to Thursday with phone messaging available 24/7. In order to further improve our service to you we are also actively working on buying a new data, event booking and IT system, the purchase of which I hope to be able to be able to confirm to you shortly.



Freeman Brendan Tansey discussed the unique nature of the Chinese consumer

Externally I have also had the privilege of representing the Company at a wide range of events - from our affiliates HMS St Alban's and St Dunstan's College, to events with the City and the other Livery Companies. Do please read all about these in the Master's Blog on the website, which is updated regularly.

Court was recently pleased to be informed that we were to receive a legacy of some £38,000 from the estate of the wife of past member, Roy Randolf. Roy, who died several years ago, was intimately involved in the early years of the Company and indeed gifted us our Ceremonial

Sword. We will ensure that this money is used wisely and for the betterment of the Company, as Roy would have wished.

It has also been a period of some personal highs and lows.

We saw the Ordination of Past Master Sally Muggeridge, the culmination of a long-held desire and period of study for Sally. Anyone who attended the ceremony at St Paul's witnessed a unique and very moving service led by the Bishop of London. Quite remarkable.

Sadly, we also saw the untimely passing of Past Master John Flynn. John was a friend and mentor to many and his unflinching courage, good humour and infectious enthusiasm, despite his illness, were both an inspiration to and very humbling for everyone with whom he came into contact. He will be greatly missed by everyone.

As we now move into the Autumn there is much for Members to become involved with, including the Bowden Charter Dinner to be held at Mercer's Hall, the Lord Mayor's Show, business lectures and several social events, including visits to a gin distillery and an Evensong and tour of St Paul's Cathedral to name but a few. Also, many of our committees would benefit from your involvement. All provide a fantastic opportunity for you to learn new things, contribute to their work and give back to our society. Enjoy! ■



Marketors dined in state on the Royal Yacht Britannia





# Annual Banquet at Mansion House

## Ceremonial Court

**Our annual banquet at Mansion House is always a splendid occasion and this year did not disappoint, as we had a full complement of Marketors and their guests ready to entertain the Lord Mayor and Lady Mayoress in the splendour of their own home.**

We also had an unusually full timetable in the Ceremonial Court held just before the dinner, as we welcomed no fewer than nine new Freemen to the Company, clothed five Freemen in the Livery and saw two Liverymen being admitted to the Court. In addition, seven academic awards were presented, making it one of the longest Ceremonial Courts seen for some time.

In front of a packed audience, two new Court Assistants, Andrew Cross and Roz Morris, were welcomed by the Master, Wardens and other Court members. Having taken their places, the new Court then met and congratulated Glyn Cartwright, Henry Chung, Karina Dostalova, Kate Holden and Carole Seawert once they had made their declaration and been clothed in their Livery robes.

Then Stephen Bates, Christopher Ford, Christopher Green, Jill Hilliard, John Jeffcock, Nikos Kokkinos, Darren Mawhinney, Belinda Moore and Stephen Pailthorpe were welcomed into the Company as Freemen by one and all.

As was witnessed at our Spring Luncheon, the Awards Committee

under the chairmanship of Professor Mike Jones and in conjunction with the Marketors' Trust, has been doing a sterling job this year and the evidence was present in the form of no fewer than seven academic award recipients from universities and business schools across the country.

These were Camilla Bass from Queen Mary, University of London School of Business and Management, Magda Hassan from Judge Business School, Cambridge University, Sebastian Leyer from University of London Greenwich Business School, April Liu from Cranfield School of Management, Camille Martins from Northumbria University, Newcastle Business School, Laurel Steinfeld from Saïd Business School, Oxford University and Edgar Van Der Ende from Westminster University Business School.

## New Court Assistants

### Andrew Cross

Having spent his formative years in Auckland, New Zealand, Andrew came to the UK to study for a graphics degree and subsequently joined a London advertising agency as a trainee visualiser. He progressed to become Creative Director of two major agencies before setting up his own creative 'Hot-Shop' and then creative marketing agencies.

His clients' tasks have taken him to much of Europe, Hong Kong and Australasia and more recently the USA,







to establish a marketing department for a New Zealand client.

He has advised Austrade and BeachHeads (The NZ Trade Commission) on launching companies into the European markets and continues to play an active role in this area.

Over time, his considerable experience in the youth market has led to him working closely with the Government to analyse the effect of brands on 13 to 19-year-olds.

Andrew became a Freeman of the City of London in 2007 and then joined The Worshipful Company of Marketors in 2009. He has devoted much of his time over the past years in charitable work, assisting in the marketing of various charitable and educational organisations.

He is currently Chairman of the Communications & PR Committee and is playing an active role in the development of the move to digital communications and the Mentor Programme.

#### **Roz Morris**

Roz is Managing Director of TV News London Ltd, the media training and communications company, which she co-founded in 1992. She works with both business and public sector executives, helping them to maximise their PR and marketing through effective use of media interviews, presentations and online videos.

As a broadcaster she worked for many years as a reporter and presenter for ITV and for BBC TV and radio. After gaining her degree in History from Oxford, she started her career in journalism as a reporter for *The Guardian* and then *The Observer*, where she was the youngest reporter on both papers.

Roz is currently a blogger on media issues for TV News London and *The Huffington Post UK*. She is a frequent contributor to *Marketor* and serves as Secretary of the Communications &

PR Committee. Earlier this year she interviewed Lord Heseltine, when he became an Honorary Liveryman of the Company, and has produced two videos for the Marketors' website.

Roz has long experience in voluntary work. She has been Vice President of City Women's Network, a governor of Barnet and Southgate College and a governor of two comprehensive schools in Barnet, North London, where she lives with her family.

#### **New Liverymen**

##### **Liveryman Glyn Cartwright**



Starting out his career in sales and marketing, Glyn quickly progressed to Marketing Director. With rapid progression through a number of organisations, he became Sales Director, Marketing Director, Managing Director and ultimately Chief Executive across a number of blue chip businesses in the building industry including CRH and Tarmac. He now runs his own small group of companies operating in over 30 countries globally.

Following completion of his MBA in 1993 with the Open University Glyn was invited to become a tutor of strategy for the University, where he continues to run courses annually, as well as supervising MBA and MSc students for the University of Sheffield. In 2002 he was awarded a Fellowship of the Chartered Institute of Marketing in recognition of his contribution to the field.

Glyn became a Freeman of the Marketors in 2013 and a Freeman of

the City of London last year. Author of an on-line business assessment programme, which was featured on BBC 2's *Working Lunch*, Glyn's most recent venture within GA associates involves him operating as a business trouble shooter within SMEs, along with running senior level strategy workshops both within the UK and across Europe.

##### **Liveryman Henry Chung**



Henry became a Freeman in Oct 2013. Since then, he enjoyed being an Usher for several great events, has organised an event exploring the famous London Borough Market and is honoured to be a Deputy Chief Usher.

He is a Chartered Marketer, having spent 20 years in design and marketing within SMEs, with a mixture of experience, from graphic and product design to marketing management. He is currently a Commercial Director at Lesco Products, responsible for their marketing, sales, customer services and logistics.

Henry describes himself as a keen learner and passionate volunteer as a school Governor, Editor of a yacht club magazine and member of the Morning Star Trust, a Christian Sail Training Organisation. He is married to Grace and has two boys aged 14 and 15 both of whom are also keen sailors.

Henry says it is his dream to be able to afford to become a full time volunteer, sail to Hong Kong, and build his own sailing boat.







**Liveryman Karina Dostalova**



Karina became a Freeman of the Company in 2014 and was elected a member of the Court of Common Council in 2013. A communication and change expert, Karina is currently Global Head of Internal Communications at Cristal Global, where she is responsible for the global strategy, consistency and standards of Cristal's communications to its family members.

Until recently, Karina was also Director of Communications and Strategy for Rugby for Heroes, a charity that focuses on returning servicemen who are struggling to get back into society or suffer from depression or PTSD.

**Liveryman Kate Holden**



Kate brings to the Marketors a lifelong career in the media, information and commercial education sectors with more than 15 years' board-level management experience.

Kate has had a fast-track career through Sales, Marketing and General Management and she has used this experience to get breakthrough results in a wide range of roles: as SVP/ General Manager, she has contributed to leading organisations such as Pearson Financial Times, International SOS and Reed Elsevier where she led significant marketing and digital

transformation programmes resulting in customer retention and profitable sales growth.

Familiar with working across geographies, cultures and matrix structures, Kate has successfully led global operations across the Americas, Asia Pacific and Europe. She is passionate about building winning products based on deep customer insights and delivering an extraordinary consumer experience in order to grow customer and brand loyalty in high growth and mature businesses. Born in Cyprus and educated at an Italian School, she completed her undergraduate studies at Southampton University followed by executive courses at Harvard Business School, Chicago Management School and Cranfield Management School.

**Liveryman Carole Seawert**



Carole is a business-to-business copywriter who specialises in writing websites, brochures, mailshots and newsletters. Her clients are mainly in financial services, law, property, telecoms and the public sector. Recent writing projects include a new website for Citibank UK, a messaging and tone of voice document for a division of Capgemini, and a series of information leaflets for the drinks industry charity, The Benevolent.

After graduating with a degree in Management Studies and French from Leeds University, Carole joined Texas Instruments as a graduate trainee in a marketing role. She then spent five years working in PR on the agency side and subsequently moved in-house to become head of public relations at the Financial Times. She has been self-employed since 1991.

She joined the Company in October 2013 and gained her Freedom of the City in November 2014. She sits on the Communications & PR, Heritage and Livery Committees and will be Event Director again this year for the Lord Mayor's Show lunch.

**New Freeman**

**Freeman Stephen Bates**



Stephen has spent the last 26 years working across Europe and North America for several multinational technology companies such as GPT, Nortel, Juniper, BlackBerry and currently as the UK & Ireland MD of Canon. He is interested in participating in multiple sports, with tennis and cycling being the two most active pursuits.







Left to right: Master Insurer, Master Vintner, The Late Lord Mayor and Master Solicitor, Master Chartered Accountant, The Lord Mayor, Master Marketor, President, Chartered Institute of Marketing, Master Actuary, Prime Warden Goldsmith, Master World Trader

**Freeman Christopher Ford**



Chris has spent over thirty years in marketing, working across the public and private sectors, in B2B and B2C. Formerly the Marketing Director of a business services group, Chris took a year out to live in the Far East, and having now returned is owner and Managing Director of a branding and marketing agency. Chris has a keen interest in choral music, art, the history of City of London, and lectures in marketing in his spare time.

**Freeman Christopher Green**



As a marketing and food graduate, Chris honed his skills with global blue chip companies such as Arthur Guinness & Sons, Spillers, and Lantmannen AB. Now holding a number of directorships with agri-food businesses, his focus is corporate strategy and intellectual property

management. He has a personal interest in rugby, in developing a new food aid product and improving his golf handicap.

**Freeman Jill Hilliard**



Jill has spent 30 years in marketing, covering a wide variety of industry sectors; latterly as co-founder and director of an award-winning marketing consultancy.

**Freeman John Jeffcock**



John has spent the last twenty years building and advising membership organisations, and has been CEO of the Winmark C Suite of networks for 17 years. Prior to this he was a Captain in the Coldstream Guards. He is a contemporary poet with two published books and has three little girls under five, who all speak better German than him due to their wonderful Austrian mother.

**Freeman Nikos Kokkinos**



Nikos has spent twenty years in marketing, in many European countries. He has worked with global companies such as Publicis, Merck Serrono, Henkel and has been involved with many innovative digital projects. He has been a digital marketing consultant for the last five years. Amongst other things he is interested in technology and history.

**Freeman Darren Mawhinney**



Darren has 20 years' experience specialising in strategic marketing roles, international expansion and business innovation in North America, Ireland and the UK. He delivers guest lectures, acts as national research advisor to the Irish Government and is a volunteer mentor on the Prince's Trust. He is a Freeman of the City and active in the Guild of Freemen. His family background is in the Irish Guards.





**Freeman Belinda Moore**



Belinda has worked in marketing for over 25 years. With a degree in Russian, she spent time living in Turkey, Russia and Eastern Europe and more recently has held senior marketing roles in health and social care. Outside work Belinda enjoys long beach walks in

Norfolk and trips to the theatre and ballet.

**Freeman Stephen Pailthorpe**



Steve is the Chief Executive at Iconic Digital, one of the UK's Future50 emerging digital agencies. Having spent the last 10 years in the industry,

he has authored several publications and is the lead digital advisor to a number of government think tanks. He can regularly be found speaking at conferences on the subjects of search engine optimisation and social media marketing. In his spare time he enjoys music and the creative arts and spending time with his wife and son.

**Award Winners**

As mentioned, we had seven award winners at the Ceremonial Court. There were:

**Magda Hassan** of Cambridge University Judge Business School for *The Lives of Micro-marketers: Why Do Some Differentiate Themselves from their Competitors More than Others?*

**Ye (April) Liu** of Cranfield University for *How does the retail outlet influence brand acceptance?*

**Camille Martins** of Northumbria University for *An investigation into the next generation of consumers' attitudes toward German car brands after viral advertising exposure.*

**Laurel Steinfeld** of Oxford Saïd Business School for *Rethinking Materialism: A Question of Judgements and Enactment of Power.*

**Camilla Bass** of Queen Mary, University of London for *Hawaiian Paradise: Investigating Paradisiacal Themes in Tourist Narratives of Hawaii.*

**Sebastian Leyer** of the University of Greenwich for *The Influence of Schedule and Route Convenience on Customer Value of Airline Passengers.*





**Edgar L.J Van der Ende** of the University of Westminster for *Risk-taking In Advertising By Marketing Executives During A Macroeconomic Contraction*.

### Drinks Reception

Having been greeted by the Master and Wardens on the receiving line, guests sipping chilled Lanson Rosé mingled in the beautiful ante-rooms of the Egyptian Room where we were to dine. These occasions are always perfect for introducing guests to one another and meeting old friends and by the end of the reception, everyone was in upbeat mood and ready to move to the next part of the evening but not without paying close attention to our splendid Carpet Guard, provided, as usual, by our affiliate, St Dunstan's College's Combined Cadet Force.

### Dinner

Once at our places, we welcomed the Master, Wardens and guests with the customary slow handclap and after Grace were seated, by now hungry and full of anticipation for a splendid evening.

After our first course – an intriguing mix of crab, avocado and rhubarb, which worked surprisingly well - the Beadle announced that the Master and Wardens wanted to take wine with the new Freeman, who all raised their glasses. We then went onto the main course, which was a delicious lamb dish. Master and Wardens then took wine with the award winners before our savoury course – a tangy twosome of pears and blue cheese.

The marriage of music as we dined was no less interesting, as the London Banqueting Ensemble entertained



us with a number of stirring renditions of popular tunes, culminating in the Post Horn Gallop. By this time, we were ready to cool down with the ceremony of the Rose Bowl, which goes back to Saxon times. As it said in our menus, 'by dipping the corner of one's table napkin into the rose water and patting behind the ears, the nerves in this region are stimulated which through their connections soothe the digestive organs ... ' Suitably soothed, we then all partook of the Loving Cup.

### Speeches

By now, we were fed, watered and relaxed, so it fell to the Master to lead the next part of the proceedings. He remarked that the evening was running slightly early, so he had had the dilemma of either letting us have a bit more fun or standing up to speak;

he chose the latter, but knowing Andrew, we were confident that the fun would continue - and it did.

Gesturing at the palatial surroundings, which he described as the "poshest council house in the UK", the Master remarked that they reminded him of the Senior Warden's home, a quip taken in good part by David and Carmen! He went on to say that he was actually going to make three speeches in one to cut down on time; as it is our fortieth year, he wished to welcome the Lord Mayor and guests but as a Yorkshireman, he wanted to wait for a while before doing so. However, he also pointed out that the conclusion to a speech is always the best part, particularly when it's near the beginning. By this time, we were beginning to get the gist of what was to come...





Andrew went on to speak about his theme for the year, building valuable brands, and about the importance of marketing within the City of London today. On that note, he congratulated Court Assistant Lesley Wilson and Liveryman Tom Tuke-Hastings setting off soon to join the elite Advanced Management Programme at Harvard Business School following their bursary awards, and also all those who had been presented with awards at the Ceremonial Court. He then announced that it is the intention of the Company to endow a Professorship in marketing at Gresham College, which was met with much applause.

Andrew then welcomed our guests, James Kelliher, Chairman and Chief Executive of Whiteoaks PR, who has worked so hard for the Marketors this year, and the Master Tyler & Bricklayer, David Cole-Adams. As he highlighted, two of our guests have financial roots – the Master Actuary, Peter Thompson and the Master Chartered Accountant, David Illingworth - who was still welcome, despite being a Lancastrian. We were also privileged to be in the company of the Master World Trader, Mark Hardy, the Master Insurer, Graham Dickinson, and our Late Lord Mayor, Master Solicitor, Dame Fiona Woolf.

A hearty welcome was given to the Master Vintner, Simon Leschallas, who he hoped hadn't been offended by being served Lanson as an aperitif given that he is brand ambassador for Champagne Bollinger... Andrew also welcomed the Prime Warden of the Goldsmiths, William Parente, who had been so generous with his hospitality during the Installation dinner, and the president of the CIM, Jenny Ashmore.

It was then the turn of our affiliates to be welcomed – Lt Col Mike Turner MBE, of 151 Regiment RLC and the new Commander of HMS St Albans, Richard Hutchings RN.

With the thanks over, the Master began his speech with a reminder of the importance of marketing in the City, as it attracts new money. However, at the risk of being controversial, he said, less than 50 per cent of that monetary value appears on balance sheets, so what about shareholder value? As he said, this is a question that will continue to engage marketers and financiers for some time to come.

The Master closed by welcoming the Lord Mayor and remarked on the serendipity of the fact that, just as the Marketors are celebrating their 40<sup>th</sup> anniversary, so are Mr and Mrs Yarrow!

## The Lord Mayor

In his reply, the Lord Mayor spoke of the duties of the role; as he said, he and his wife might live in this splendid house but he will have spent more than 100 days away on business by the end of his year and made more than 900 speeches. He also spoke of the importance of marketing in the City and how it can improve the reputation and profile of Liverymen.

Marketing also helps with charity work, the Lord Mayor said, and his two principal charities are Scope and Mencap, although he supports many others. In addition, he spoke about the City Giving Day, which will be held on 30 September. This is an initiative that represents a valuable opportunity for the City of London to unite and champion the spirit of goodwill and giving within the square mile. Businesses will be able to publicly promote and celebrate their charitable activities and the causes they support, hold fundraisers, and make donations to the charities of their choice as well as The Lord Mayor's Appeal beneficiary charities. He concluded by thanking the Master and the rest of the Company for a sensational evening

Following the Lord Mayor's speech, the Master was delighted to present him with three cheques for various of his charitable initiatives and then proposed a toast to him and the City of London Corporation. He went on to thank us all for coming and gave particular thanks to the Clerk and Assistant Clerk for their tireless work in making the evening run so smoothly. Gratitude was also due, he said, to the Mansion House team, our splendid Carpet Guard and, of course, the musicians. ■



The Lord Mayor in full flow





# Marketors on Manoeuvres

## Liveryman Keith Rowland

**Liveryman Keith Rowland and Freeman Mike West, Vice Chairman (Army), AFCC spent Saturday 3 October as guests of 151 Regiment, Royal Logistic Corps to observe their training day on Salisbury Plain.**

We reported at 12.00 noon to WO2 Tom Stringer, SPSI of 210 (Sutton) Squadron. After a short trip in a couple of Land Rovers, we were introduced to Major Alex Hamilton, Officer Commanding 210 (Sutton) Transport Squadron Royal Logistic Corps and Major Andrew Gifford, OC of 562 (Southall) Squadron.

Our objective was to observe and interact with the officers and soldiers on the exercise, and try to discover the challenges they face with recruitment and retention. As part of the Army



Reserve's task to increase from 18,000 to 30,000, 151 need to move from 200 trained strength to 401. They are already adopting good marketing communications tactics and targeting the appropriate communities for recruitment, but they are leaking trained soldiers at an unsustainable rate. The Armed Forces & Cadets Committee is offering some practical help and this was a fact finding mission.

Despite the difference in fitness between the average soldier and the average Marketor, we followed their patrol throughout the day, covering 7km. As the soldiers spread out and took to the ground, we felt particularly exposed just standing and talking. It was a pleasure to see the former adjutant, recently promoted Major, Matt Ross.



We observed them deal with an IED and battlefield casualties whilst clearing a path through a minefield.

At the end of a sunny day in the field, we were treated to a ration pack, including a tube of Squidge, chewable toothpaste, chicken biryani and exotic fruit drink powder. An army marches on its stomach after all... ■







# Mentoring Programme

**Mentoring - an activity that evokes different emotions for different people. Some will think of an individual who has given them great guidance in a time of difficulty or turbulence. Others may derive satisfaction from thinking of the people they gave their time to and watched develop.**

Whatever your involvement or experience with mentoring, it is a hugely worthwhile and immensely rewarding activity that ultimately brings great value to the individuals mentored.

With this in mind we have just launched the Company's mentor programme to support future marketing leaders. It is a specific and time-bound opportunity for clients – those who receive mentoring - and has clear boundaries and written guidelines for all involved in the process. We already have two mentors and clients engaged.

To be selected as a client is by invitation only and appropriate for those who wish to further develop within their marketing career and seek advice or guidance on marketing related issues.

The programme mentors are drawn from the Company and must be willing to support the identified candidates through mentoring and time given to support the programme. Mentors provide guidance and support to pre-defined clients looking to progress in better understanding themselves and their outlook in marketing.

The programme has received great support internally, both in terms of aspiration and directly from the Master and Wardens. The principles of the programme have been designed and informed by established members of WCM, seeking external advice from similar programmes in other livery companies and actual individuals who would be suitable clients to go through this programme. The programme has the following aims:

## The perspective of WCM:

- Deliver marketing-specific mentoring through a time bound set of interactions with appropriate clients (60% weighting)
- Give an insight into livery life and WCM through events and special lectures (20% weighting)
- Leave clients with a positive and lasting feeling both for WCM and from their mentoring experience (20% weighting)

## A mentor's perspective:

- Aligns with supporting the aims and aspirations of WCM
- An opportunity to make a difference to the client's development and outlook in their marketing career and the personal satisfaction that comes with mentoring
- A chance to introduce livery life and the traditions of the City

## A client's perspective:

An opportunity to better understand their marketing career, aspirations and themselves in a business context

Get to know an experienced marketer in their field and build a longer term relationship over one year

Gain an insight into what a modern livery company is and the accompanying traditions

There are clear process documents and guidelines to support the programme,

however it has been designed to be very 'admin light'. Moreover, all discussions are confidential and take place outside any management process or company that either the mentor or client is affiliated to.

Following an initial meeting of the mentor and client, it is recognised that given their individual characters, situations and needs, clients may need differing approaches. As a result, time commitments may vary but it is recommended that interactions are:

- Face to face at least once a quarter
- By phone/online once a month, or as frequently as required by the client for the tasks in hand
- For a one year period from the initial meeting

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

## How you can get involved:

- We are now actively looking for both MENTORS to participate and CLIENTS for recommendation for the January 2016 programme start

Deadline for submissions is 1 December 2015.

- As a reminder, suggested time commitments would be once a month interactions, with quarterly face-to-face meetings over a one year period

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

Andrew Cross  
(andrewjcross@btinternet.com)

Stephen Christou  
(stephen\_christou\_@hotmail.com) ■







## Worshipful Company of Marketors Livery Golf Day

The eighth annual Livery Golf Day was held at Verulam Golf Club in St Alban's on 29 June 2015.

Helen Gibbons-Maude has taken over as Event Director from Peter

Short and Immediate Past Master Michael Harrison, who have been instrumental in the continued annual success of this event, with many Livery Companies joining the Marketors on the day. Helen has been assisted in running the event by Diana Tombs as administrator and Ryan Sedgwick, who managed the finances and also

Winning Livery Team:	Worshipful Company of International Bankers	118 points
2 <sup>nd</sup> place:	Worshipful Company of Information Technologists	105 points
3 <sup>rd</sup> place:	Worshipful Company of World Traders	102 points
Individual Winner:	Cliff Knowlden, W/C International Bankers	35 points
Runner Up:	Richard Harris, W/C Drapers	35 points
3 <sup>rd</sup> place:	Colin McCosh, W/C World Traders	35 points

our Master was able to hand the Lord Mayor a cheque for £900 for his charities.

The Captain of Verulam played with three members from the

arranged generous sponsorship of the event by Garmin. Garmin produce a wide range of products, including golf viewfinders, and in addition to sponsorship they kindly presented a further five items to be used as prizes for the winners.

This year, 18 different Livery Companies were represented by their golf teams, two of them led by their Masters. Our PR company Whiteoaks entered a team, as did the Chartered Institute of Marketing.

The sun shone brightly and golfers started to arrive from 7.30 to check in. Although first tee times were at 9.30 lots of players arrived early to enjoy bacon rolls and catch up with friends from other Livery Companies before play got under way.

The putting competition sees each team having fun (and side bets) trying to beat each other. The winner was Trevor Newey of the Worshipful Company of Glaziers and Painters with 34 shots.

Following golf the Chipping Competition was run by Peter Short and John Freeman and was won by Rainer Vogt from the Worshipful Company of Drapers. Every player paid an entry fee of £10 and as a result

Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders. He presented the prizes alongside IPM Michael Harrison. Before handing out the prizes, the Captain spoke warmly about the event run by the Marketors each year at Verulam. As well as prizes donated by Garmin there was a range of golf equipment and clothing items presented to the winners.

Photography was provided by Ben Henschel, who took photos of each player as they drove off and later of the winners. Players were able to buy their photo as a memento of the day and Ben had cleverly created a template of the front cover of a golf magazine featuring the player! Ben generously made a donation to the Marketors from the sale of these photographs.

Disappointingly, no team entered this year from the Marketors. As hosts of the event we hope in 2016 that at least one team or hopefully more from the Company will enter. Please make a note of Monday 4 July 2016 in your diary now and try to organise a team for 2016. It is a great day of golf and excellent value at £90 per player! ■

Liveryman Helen JA Gibbons-Maude



# Marketors Walk The Skies Over London

Liveryman Debra Marmor

Photography: Clerk D. John Hammond



***'It was thoroughly enjoyable, the food was good, a great opportunity to meet and socialise. This has encouraged me to commit to more Marketors' events as a result.'*** Freeman Stuart Lamb

These are words of thanks that warm the cockles of any Event Director's heart. After all, one of the Company's Aims is to foster fellowship, which is why the Master, the Events Committee and the individual Event Directors put so much thought and effort into the Master's Programme of Events each year.

Our visit to the Sky Garden on November 3 was certainly a Fellowship Walk with a difference - it was on a weekday evening, relatively unstructured and accompanied by live music (to the shock and horror of some).

From north, south, east and west almost 45 members and their guests gathered in one of London's newest public spaces on the 35<sup>th</sup> floor atop the 'Walkie Talkie' (aka 20 Fenchurch Street). Certified Guides took up positions at the four sides to share their vast knowledge of the city we all love and to help us identify what we were gazing at on an ad hoc basis.

Arrival on the 35<sup>th</sup> floor is like entering Terminal 5 in the sky. With broad platforms to the north and south, and

plantings over three floors on the east and west sides, the city spreads out in front of you on all sides.



A corner in the south-west was reserved just for us, well stocked with beverages and a spread of meats, cheeses and grilled vegetables. Some of us headed for the drinks first and then wandered with drinks in hand;

others of us wandered, ate and drank, wandered...

The Walkie-Talkie, at 38-stories, is the fifth tallest completed building in the City of London and was designed in 2004 by Rafael Viñoly, the world-renowned Uruguayan architect based in New York City. Without increasing the building's footprint, Viñoly successfully turned the idea that buildings have to be smaller at the top on its head. Putting in an urban experience at the top makes it all the more remarkable.

Our Guides (Dave, Herb, Jiff and Jo) were from Footprints of London, a group of friends from one of the London guiding courses who had the bright idea to pool their efforts to promote their walks. Each of them holds at least one of the accreditation badges issued by local London Guiding Associations; and are members of a variety of other history and/or guiding related organisations. After spending quite some time answering questions and identifying points of interest, they joined us, with parched and sore throats, to continue conversations over drinks and nibbles.

Many of us made one more circuit to take in the city after the sun set and lights came on far and wide.

We think the Master looks pleased, don't you? ■





# HMS St Albans' Golden Ticket to America's Cup Racing

Brandishing their 'Golden Ticket', sailors from Royal Navy frigate HMS St Albans enjoyed a grandstand view from the Solent when the ship sailed from Portsmouth's Naval Base to act as 'Guardship' to the 2015 America's Cup World Series of racing.

On 'First Thursday' at noon the ship led a Parade of Sail of the international yachting teams' AC45 catamarans competing for the oldest and most prestigious Sporting Trophy in the sailing calendar - the America's Cup.



Leading Seaman Owen Hosell and Petty Officer Chris Brailsford, pictured here, from the ship's Communications and Information Systems department, looked forward to their ship playing a leading role on the international stage as the frigate headed out from Portsmouth harbour to act as a watchful waterborne guardian over the sailing arena near the Southsea seafront.

The Golden Ticket was part of a successful event marketing campaign, with the lucky ticket holders entered automatically into a competition to win a free upgrade to a VIP hospitality package at the America's Cup World Series event, staged in Portsmouth for the first time.

Although HMS St Albans' Company was on duty throughout there were plenty of opportunities for the ship to host their affiliations, sponsors, organisations and charities linked to



the ship and families over the four days spent at sea during this special mission. This of course included a party of Marketors

The America's Cup racing series event ran from Thursday 23 July until Sunday 26 July, with a four-day programme of on-the-water activity and racing, as well as a shore-side entertainment package of aerial shows, live music performances, and family activities based on Southsea Common. ■

## ST BRIDE'S CORNER

To celebrate and strengthen our bond with St Bride's we're creating a St Bride's corner in every edition of Marketor. It will be a place to find out about the pastoral services St Bride's offers to all WCM members, concerts and other events, and how to hire the choir, or the Church for your own event. ■

Photo courtesy of Past Master John Fisher

COMING SOON

## PERSONALISED MARKETORS' CHRISTMAS CARDS



Marketors will be able to buy Christmas cards this year for £1.25 per card and can personalise them at a very reasonable cost. For further details, please contact Andrew Cross - [ajc@zuzumi.co.uk](mailto:ajc@zuzumi.co.uk)

## Dear Jane

I can remember very clearly the Common Hall last year when the inaugural Harvard Bursary was announced, courtesy of the amazing generosity of Court Assistant Emeritus Professor Martyn Davis. My heart was immediately sparked and I had a visceral reaction. My head dismissed my visceral reaction as a pipe dream.....

...fast forward to a hot day in July this year when I visited Martyn at his home in Wimbledon, by this time the very privileged recipient of this life-changing opportunity.

Martyn vividly recalled his days on the Advanced Management Programme (AMP) back in 1961. He gave me some top tips on the famous Harvard case methodology (a method that remains more or less unchanged today), along with some very wise words about managing my time and interacting with fellow students. Martyn brought out the class graduation photograph from '61, and we perused the 'men in suits'. I spied three women in the photograph amongst perhaps sixty men.' Oh Martyn' I said: "That's brilliant. There were women on the course too!" Thinking to myself – probably very unusual for the times and how pioneering. "Ahhh", said

## Dear Jane

As you know, I'm looking after the Marketors' social media policy and wanted to explain to fellow members why I have such a bee in my bonnet about getting us to the cutting edge of this phenomenon that could revolutionise how we communicate and perform better if we would all only adapt.

Social media were not named 'social' by accident but by design (Carolyn Everson, Facebook VP/global marketing solutions). Their aim was to create new connections and bonds among like-minded people and enhance communication by surpassing the geographical factor. That trend started almost ten years ago and now a vast array of such platforms penetrate all aspects of our life.

As a result, people discuss a subject with their friends online and get 'likes' and approval for their everyday choices, from the restaurants they have tried, to the way that they are dressed or to the causes that they support. There has been an explosion of discussions based on 'strange'

Martyn understanding immediately my thoughts, "those were the course secretaries".

How much has changed! (or maybe not?). We shall soon find out.

There are so many aspects about the AMP that I'm looking forward to. It's a truly international, culturally diverse and functionally diverse range of students from every conceivable sector. 140 of us in total split into 'living groups' of seven or eight to maximise the total immersion in the 'Harvard experience'. We live on campus (the executive campus not the undergraduate campus, thank heavens for us 'mature students')– and we'll undergo a gruelling timetable Monday to Saturday, including personal coaching, evening case study preparation, discussion and debate. As a world-renowned centre of learning this is both daunting and exciting. Harvard researchers at Massachusetts General Hospital find that participating in an eight-week mindfulness meditation programme appears to make measurable changes in brain regions associated with memory, sense of self, empathy, and stress. Swap 'mindfulness meditation' for 'AMP' and I think you'll have a glimpse into what I think I'm about to undergo!

symbols that have to do with likes, emojis and icons. In a way, this transforms people and turns them into a new kind of brand that follows and understands other brands.

In the same way, existing brands and organisations have to adapt their marketing policy by accepting this innovative phenomenon; they need to nurture a discussion around their brands by hiring community managers to handle the company's digital community. Businesses that understand and follow this pattern get more attention, more references and achieve better sales.

The reason behind this lies in the following simple factor: by using social media companies will better understand the customer journey and what real clients (not the firm's management) want from the brand. Afterwards, their flexibility and potential to listen their clients creates new nods to them and gain their trust and confidence.

In that context, new mobile devices give regular customers the opportunity to become brand ambassadors and promote what the company stands



I must finish with special thanks to every Marketor who has supported me and helped me start this journey, with special thanks to Martyn of course, to the Awards Committee and Trust, the Master & Wardens and many voices of encouragement from great people who helped me grasp this opportunity with both hands – you know who you are!

Lesley

Court Assistant Lesley Wilson

*(Editor's note: this letter was written at the end of August before Lesley set off. There will be a chance to ask Lesley about her experiences at a special event in February)*

for - better quality, a good price or a cause that they support. These people create valuable information, influence others' purchasing behaviour and drive conversation beyond the existing corporate limits. Effectively, they become a second marketing team that fosters loyalty and promotes a better relation with the brand. Social media are now well-established in the hearts and minds of the vast majority of marketing professionals, who understand that they are as necessary to success as e-mail and the corporate website. The next wave of Big Data and the Internet of Things will change the marketing landscape even more by using a plethora of data coming from numerous sources. Therefore, to be prepared, companies must adjust their culture to the constant change. Digital transformation is the necessary key to that adaptation.

Freeman Nikos Kokkinos

 @nick\_kokkinos

*(Editor's note: join Nikos and the rest of us on Twitter @Marketors and on our LinkedIn group to continue the conversation)*





# Tri-Livery Digital Media Group Presentation – A tantalising glimpse into the future

**The Tri-Livery Digital Media Group (comprising the Stationers, the Marketors and the Information Technologists) held its fifth lecture on September 14, entitled 'Tomorrow. Today. How Technology is Changing our World'. An impressive line up of four speakers gave a captivated audience several fascinating glimpses into the future.**

Giles Fagan, from the Stationers, welcomed the audience (who had packed the main hall) and introduced the Moderator, Past Master Marketor Jim Surguy, and the four speakers.

The first to speak was the futurist Richard Watson. He posed two questions: 'What's changed since 31 December 1999?' and 'What will be different in the next 15 years?'

We've already got driverless cars, child-minding robots and 3D printers, so what will the new technologies be? To explore this, Richard showed us his timeline of emerging science and technology which looks ahead to the next few decades. It was divided into three timelines: present, possible future and probable future. Innovations he listed among the 'possible future' were Avatar girlfriends, internet-connected toothbrushes, lip-reading CCTV and wasp-sized surveillance robots. His 'probable future' innovations were ID implantations into the human body, the imaging and recording of dreams and edible passwords.

However, Richard believes that too much change over too short a time results in psychological problems. This is because there is too much focus on the technology and not enough focus on the human reaction to technology. As a result, we will most likely end up as a cross between Hal in 2001 A Space Odyssey and Marvin the Paranoid Android in The Hitchhikers Guide to the Galaxy.

Alan Hunter, Head of Digital at The Times and Sunday Times, began his talk by saying that ever since the advent of the telegraph, followed by radio, TV, computers, the internet and social media, people have been saying this

is the end of print media. He agreed there was formidable competition for the traditional newspaper industry but pointed out there is a multichannel environment for news in which print newspapers play a part. In fact the circulation of the printed Times is currently rising. Nowadays, people can get their news anywhere and Twitter and the BBC's website are both great for breaking stories. But his readers want someone to make sense of the torrent of news that's available. As a result he doesn't believe print is dying. It has a great future.

Nevertheless there is a growing demand for reading news on tablets, phones and laptops – and maybe watches at some point. Alan explained that 70,000 people read The Times tablet edition each day and 90,000 on a Sunday, spending as much time reading it as those who read the printed versions. The difference is that a number of digital extras go into the tablet editions.

He went on to say that it's great journalism that makes a great digital story. After all, it's the story that counts.

The third speaker was Omaid Hiwaizi who is a Marketor and President of Global Marketing at Blippar, the world's leading visual search and augmented reality platform. Omaid explained that Blippar is a phone app that is a visual search engine. Not only does it revolutionise the way we can connect with objects but it is also a new way for brands to connect with consumers.

We were entertained by Omaid 'blipping' various objects on his lectern. For example, when he blipped an apple with his tablet, he could then click on a range of icons which gave him, among other things, apple recipes, nutritional information about apples, and the Wikipedia page on apples. He also blipped a Rugby World Cup ticket which gave him access to exclusive video content and enabled him to see the view he would get from the seat number on his ticket.

Omaid pointed out that, with Blippar, you gain a whole new interactive

view of the world around you. Blippar does this using augmented reality and image recognition technologies.

Dr Alan McClelland is Commercial Manager at CPI's Printable Electronics Centre which is currently developing collaborative projects to address technology challenges in smart packaging that require the integration of print and electronics. He and his team are working on how to embed electronics into products without wires.

He showed the audience a circuit board on a sheet of bendy plastic film that draws in energy from a smart phone and uses that energy to drive the LEDs on the film. This 'intelligent' film was produced by ink jet printing and copper plating and uses conventional LEDs.

Alan told us that the real challenge is to get this intelligent film into everyday products and drive down the cost for volume production. No-one can yet make the volumes of these plastic films as we don't yet have the necessary manufacturing processes. He also explained that encapsulation is an issue as, to prevent water penetration, you need to cover complex surfaces with a coating that is just a few atoms thick.

But what are some of the real applications of this type of film? Examples Alan gave were stock control, product track and trace, sensing, and anti tamper/anti counterfeit. He concluded by listing a number of products that we will soon be able to print, including solar panels, batteries and temperature sensors.

Jim Surguy then moderated a lively Q&A session and the evening continued with drinks and a buffet in the Court Room at the Stationers' Hall.

A video of the four talks and the Q&A session is available on our website: [www.marketors.org](http://www.marketors.org) ■

**Liveryman Carole Seawert  
Photograph ©Deborah Rea**

# OBITUARY

## Past Master John Flynn

25.3.1942 – 28.8.2015

(Master 2012)



John joined the Marketors in 1993 and, having worked on committees, became a Liveryman in 1994. As a Liveryman he will be remembered for setting up, and chairing for many years, the Outreach committee, which continues to go from strength to strength. After joining the Court, in 2009 John became Junior Warden moving through to become Master in 2012. Despite his recurring health problems, which he bore with remarkable good humour, John had a full and active year as Master, a year which included him initiating the Law and Marketing Committee and successfully proposing that the Company launch and fund a Chair in Marketing at Gresham College. As well as being a member of the Marketors John was also a Liveryman of the Worshipful Company of Information Technologists, where his

experience of working with Whiteoaks PR led to him successfully proposing that they also work for the Marketors.

A passionate believer in the importance of professionalism in the commercial functions of marketing, business development and sales, much of John's later career was as Founder and Chairman of ComMentor Group — a consultancy specialising in the B2B sector. His clients included global corporates in the ICT, aerospace, medical and security sectors. He was also Chief Executive of the Digital Marketing Academy, where he was a key driver in its foundation.

John had a long and active involvement with a wide range of professional and academic organisations; he was a visiting lecturer at The London Business School for 10 years and on the Advisory Board of Cranfield and Southampton Business Schools. He was Chairman of the CAM foundation, Vice Chairman of the Chartered Institute of Marketing and active on many industry judging panels, including the National Sales Awards, British Computer Society Awards, and the Best of Business Awards. He also found time to produce programmes for the Institute of Directors and the Industrial Society. He was a Director of the Brain Mind Forum and Founder of the Business Development Foundation.

Despite being a tremendous multi-tasker, John was very generous with his time and support and always sought to encourage other members of the profession to reach their highest potential. He was always available to offer his thoughtful advice and encouragement. This was especially true within the Marketors. He was a consummate networker and his range of personal contacts across any field was vast. John generously shared

these and would make introductions to friends and colleagues if he thought it would assist them.

John truly cared about others and will be remembered for his warm smile, his incisive mind and as a ready wit, with a truly huge collection of anecdotes and stories, with which he would inform, educate and entertain others. He will also be remembered for his, and Brenda's, enormous enthusiasm for, and knowledge of, the theatre in which he would sometimes invest as a 'Theatre Angel'.

He is greatly missed by us all but most of all by Brenda, his wife of 46 years, and his sons Matthew and Ben, to whom all our sympathies and condolences go. ■

Past Master Jim Surguy



John and Brenda from the cover of Marketor, Spring 2012



### SALLY MUGGERIDGE ORDAINED

About thirty Marketors and partners attended a special service at St Paul's Cathedral on Thursday 10 September supporting Past Master Sally Muggeridge as she was ordained to the Diaconate by the Bishop of London.

Sally worked for and gained a Degree in Theology while serving as a Warden to the Marketors, graduating in her Master's year. Uniquely, Sally gave the address at the Rededication and Thanksgiving Service as Master, having been preaching in the Canterbury Diocese as a Lay Minister for several years. In September 2013, the Bishop of Dover licensed her as a Reader, the highest category of lay ministry for those who are theologically trained. In May the Bishop of London invited her to full ordination to serve in a City of London church. Sally has been licensed as Curate to St Stephens Walbrook, next to Mansion House.



A young Sally with her uncle, Malcolm Muggeridge, and aunt Kitty

There was a strong civic presence at the ordination, with both the Sheriffs and Remembrancer attending, together with Alderman Sir Roger Gifford and past sheriff Adrian Waddingham.

Sally is expected to serve a year as a Deacon, before becoming ordained as a Priest in a year's time.

Coincidentally, the ordination took place on Sally's birthday and a reception to celebrate took place after the service in the Cathedral crypt.

*(Editor's note: I originally wanted to entitle this piece 'What the Actress Really Said to the Bishop', as not many people know that Sally trained as an actress at the Guildhall School of Music and Drama in her youth. However, although the ceremony and reception afterwards contained no small measure of theatricality, I didn't want to detract from the serious nature of Sally's calling)*



### Past Master John's Pinot Makes The Competition Blush!

Past Master John Petersen has turned award-winning winemaker in his retirement and his Dropmore vineyard goes from strength to strength. This year his Pinot Blush won the Stefanowicz Salver for the 'Best Still Rose Wine' in the Thames & Chiltern Vineyard Association Regional 2015 Wine Challenge. The vineyard also gained two silvers and three bronze medals in total at this annual event. This was no mean feat, as the T&CVA covers six counties, including Berks, Bucks, and Oxon plus other counties around the Thames - a big region! And just to show that the wines won entirely on their merits, the judging panel was again chaired by a Master of Wine.

### Liveryman Ardi Kolah's New Book Launch



#### Book Launch - Liveryman Ardi Kolah's *Improving the Performance of Sponsorship*

It's rare that you get three Zoroastrians in the same place and at the same time but this feat was managed at the book launch for *Improving the Performance of Sponsorship* (Routledge), hosted at the House of Illustration in London and sponsored by Skatta TV.

The launch was to help raise money for two charities - the Zoroastrian Trust Funds of Europe (ZTFE) - the UK's oldest Asian charity at nearly 150 years old - and the wonderful House of Illustration, which only opened its doors last June but has quickly become

a leading destination for visitors to London and was the brainchild of Sir Quentin Blake.

During the evening Lord Karan Bilimoria gave an inspirational speech about the power of creativity that is in all of us and simply needs to be unlocked. Given his background in law and accountancy he could have ended up as a banker but instead settled for life as an entrepreneur.

Lord Bilimoria, who is also chairman of Judge Business School, Cambridge University and Chancellor of the University of Birmingham said he had studied marketing very intently and called Ardi's book "the best he had ever read on the subject."

## Diary Planner 2015

Here is the calendar for the rest of this year. We are also including potential dates for next year so that you don't miss out on any of our Great and other City events. The Great Events are in **bold**. Events in *italics* are restricted or by invitation only.

<b>15 October</b>	<b>Bowden Charter Dinner Mercers' Hall</b>	14 November	Lord Mayor's Show Lunch Strada St Paul's
3 November	Visit to City of London Gin Distillery	23 November	City Briefing Livery Hall Basinghall Street
4 November	Fellowship (Introduction to the Livery) Event for New Freemen	<i>25 November</i>	<i>Court Dinner</i>
8 November	Remembrance Sunday Service St Bride's	<i>26 November</i>	<i>Business Court &amp; Common Hall</i>
11 November	Business Lecture: Measuring Media Investment	1 December	St Paul's Event
<i>13 November</i>	<i>Admission of Lord Mayor, Guildhall</i>	14 December	Carol Service at St Bride's

## Diary Planner 2016

The Great Events are in **bold**. Events in *italics* are restricted or by invitation only.

<b>21 January</b>	<b>Installation Banquet Stationers' Hall</b>	24 June	Election of Sheriffs Guildhall
26 January	Reception for 2016 Committee Chairs Plasterers' Hall	<i>6 July</i>	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>
<i>3 February</i>	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>	<b>25 July</b>	<b>Banquet to the Lord Mayor Mansion House</b>
9 February	Inter-Livery Pancake Races Guildhall Yard	<i>3 August</i>	<i>F&amp;GP Plasterers' Hall</i>
29 February	Leap Day	<i>7 September</i>	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>
2 March	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>	<i>22 September</i>	<i>Business Court Plasterers' Hall</i>
11 March	United Guilds' Service St Paul's	28 September	Admission of Sheriffs Guildhall
<i>17 March</i>	<i>Business Court Plasterers' Hall</i>	29 September	Election of The Lord Mayor Guildhall
27 March	Easter Sunday	<i>5 October</i>	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>
<i>6 April</i>	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>	<b>13 October</b>	<b>Bowden Charter Dinner Ironmongers' Hall</b>
<b>19 April</b>	<b>Spring Luncheon Grocers' Hall</b>	<i>2 November</i>	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>
4 May	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>	<i>11 November</i>	<i>Silent Ceremony – Admission of The Lord Mayor Guildhall</i>
<b>5 May</b>	<b>Rededication Service &amp; Beating the Bounds St Bride's</b>	12 November	Lord Mayor's Show City of London
17 May	City Lecture Plasterers' Hall	13 November	Remembrance Service St Bride's
1 June	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>	<i>15 December</i>	<i>Business Court &amp; Court Dinner Dyers' Hall</i>
<i>7 June</i>	<i>Common Hall &amp; Professional Livery Dinner Brewers' Hall</i>		
<i>23 June</i>	<i>Business Court Plasterers' Hall</i>		

## Diary Planner 2017

We even have some key dates for 2017. The Great Events are in **bold**. Events in *italics* are restricted or by invitation only.

<i>4 January</i>	<i>F&amp;GP, Master &amp; Wardens Committee Plasterers' Hall</i>	<b>OTHER KEY DATES</b>	
		10.6.16 – 1.7.16	UEFA EURO 2016
		5.8.16- 21.8.16	Olympic Games
		7.9.16 – 18.9.16	Paralympic Games

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