



WORSHIPFUL
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MARKETORS

MARKETOR

ISSUE 90
SPRING 2022

Winners of the Charity Marketing Grants Programme announced

What does the Metaverse mean for business?

Interview with the Master

Giving and Growing


MARKETOR

SPRING 2022 ISSUE 90

The Livery Company Magazine
for Marketing Professionals

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Installation Dinner photography
by Ben Fisher
www.benfisherphotography.com

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Editorial

Carole Seawert
Editor and Court Assistant

I have been involved with Marketor for many years, both as a contributor and as proofreader. However, this is the first time I have been its editor. It has not escaped my attention that this is issue 90 of the publication – the same number as our livery order of precedence. However, you can rest assured I did not suggest to the Master that we create a magazine with 90 pages!

Thank you to everyone who contributed to this 90th issue and for meeting (in most cases) the deadlines. I would also like to thank Middle Warden Diana Tombs who has patiently guided me through the whole editorial process.

If you are a regular reader, you will know that Marketor is a magazine written by members, for members. So, if there is a particular topic or regular feature you would like to see introduced, please contact me at editor@marketors.org. In addition, if

you have an idea for an article you would like to see published, I would love to hear from you.

I hope you enjoy reading this spring edition. As you turn the pages, you will see how busy our Committees have been over the past few months. In particular, our charitable trust, where you can find details of The Marketors' Trust's new giving strategy and the winners of the recent inaugural Charity Marketing Grants Programme, supported and funded by the Trust.

It's also great to see coverage of several in-person events, such as the guided walk, the City talk given by Past Master Andrew Marsden and, of course, the Installation Dinner. We look forward to a summer of more business and social get togethers – take a look at the back page for details of our active Events programme.

Steve Pailthorpe
Chairman of Comms & PR

New website for the Marketors

I am delighted to announce the launch of the Marketors' brand new website! The new website has been designed to enhance the Company's position in the City of London and beyond. The public-facing section of the site has been built to encourage prospective Members to engage with us. I hope you will agree that this gives a vibrant new image to our Company and will act as a platform to grow and develop our brand over the next five years.

As you view the website, you will notice some key changes. The majority of all our past content has now moved into the new, interactive Members section. Using this portal, you can now gain access to all our latest news and events. Past editions of *Marketor* magazine as well as photos from the Great Events are all archived for easy access. Clerk's Notices are also published in this section together with all of our videos including the extensive work on the history and treasures of the



Company. We invite you to log in and take a look around and please give us your feedback so we can develop this portal going forward.

The Company would like to thank the entire team who have worked tirelessly over the last six months to bring this project to life. Notable thanks must go to Conor Gunn, Karl Weaver, Alan Dodds together with the Middle Warden, as well as our creative partners at Iconic Digital, who have worked to bring this project to life. We look forward to building on the success of this project and continuing to build our online presence in the emerging digital world.

The Master's Column

Dr Trevor Brignall
Master

The Marketors' livery company comprises a phenomenal group of senior marketing people who have made a significant contribution to our profession and its development. So, in such esteemed company, it is a great privilege and honour for me to be elected as Master Marketor, and I am thoroughly looking forward to the year ahead.

My theme for the year is 'Giving and Growing'. Covid shone a spotlight on social responsibility and the speed of technological transformation.

For Marketors, this spotlight on social responsibility isn't new. Our founding principle that 'Marketing Benefits Everyone' has been reinterpreted over the years, ensuring it remains relevant to the times. The recent positioning in 2020, by Past Master Lesley Wilson, states that "We believe in the power of marketing to deliver economic and social good". This recognises the wider issues we and firms in our industry would face.

Step forward to today and Environmental, Social and Governance matters are high on the agenda of global firms, and of the Lord Mayor. The Social dimension is the Lord Mayor's theme for his year, centring on how an organisation delivers in the areas of diversity, mental health and for deprived communities.

These themes are also a top priority for major firms in our industry – including our Corporate Supporters.

Inclusion and Diversity is a main board global priority at Accenture, S4 Capital and Hambro. As Marketors we've made a good start by partnering with Accenture and S4 Capital on their projects.

My desire for 2022 is that, as a Company, we consider how we can deliver more economic and social good, under this heading of Giving and Growing.

By the time you read your copy of Marketor, we will have held a mixture of hybrid and in-person events, including a virtual Common Hall.

We are planning to hold a livery dinner in May and our Mansion

House Banquet in September.

In June, Past Master Andrew Marsden will be standing as a candidate for Non-Aldermanic Sheriff. Although we have had three Marketors who held the position of Aldermanic Sheriff since we were formed as a Guild in 1975, this will be first time that one of our Liverymen has stood as a candidate for Non-Aldermanic Sheriff.

May I wish each and every one of you the best for 2022 and look forward to seeing you during my year!

Photo 41995697 / Giving Growing ©
Weerapat Kiatdumrong | Dreamstime.com



The Master's theme for the year is Giving and Growing

The Master and Past Master Andrew Marsden with (l-r) the Master Stationer, Robert Flather; the Master World Trader, Mary Hardy; and the Master Glazier, Philip Fortey

The 2022 Installation Dinner

*Vladislav Dobrokhotoz
Freeman*

The long-awaited Installation Dinner, postponed due to Covid restrictions, was held in the soon-to-be demolished Clothworkers' Hall on 7 March 2022.

The Clothworkers, the 12th of the Great Twelve livery companies, has a sumptuous Hall, standing on the same site since 1456. Marketors and their guests arrived to celebrate the installation of our new Master, Dr Trevor Brignall.

Guests were directed by Ushers Liverymen Martin Ashton and Alex Conabear and Freeman Zoe Phillips to the grand staircase, ascending to the reception landing, where the Master and Wardens welcomed them. Cadets from our affiliate, St Dunstan's College Combined Cadet Force, formed a carpet guard for us.

After a sparkling reception, the Beadle invited everyone to take their seats. The top table was crowned with the imposing Master's chair, made from Australian black bean wood and carved with rams' heads and tools of the clothmaking trade – symbols of the Clothworkers' Company.

The Installation Dinner marked the beginning of another year for the Marketors' Company. There was no shortage of special guests for the occasion. They included the past Lord Mayor Sir Michael Bear, Past Sheriffs the Hon Liz Green and Dr Christine Rigden, and the evening's guest speaker Chris Hayward CC. Also present were the Master and Clerk of the Stationers, the Glaziers and the World Traders, as well as the Sheriff of York, Cllr Ashley Mason JP,

and the President of the City Livery Club, Shai Umrada, Commander Edward Main, Head of the Naval Section of the CCF at St Dunstan's College, Michael Hockney, the founder of the Lord Mayor's Big Curry Lunch and Aldermen Emma Edhem, Greg Jones QC, and Alastair King.

In his first 'in person' speech as Master, Trevor announced the donation of £10,000 by The Marketors' Trust to the Disasters Emergency Committee Ukraine Appeal, which will be distributed across 15 charities working to help in Ukraine. These include Save the Children UK, Age International, British Red Cross, Cafod, Christian Aid and Islamic Relief. In addition to that, the Trust has donated £2,500 to The Trussell Trust, the UK's largest food bank charity addressing the cost of living crisis.

The contribution to these incredibly

worthy causes reflected the theme for the year, 'Giving and Growing'. The Master expressed the desire for Marketors to deliver more economic and social good in diversity, mental health and for deprived communities, and, at the same time, address the opportunities arising from Digital Transformation, Artificial Intelligence and Blockchain Technology.

The Master's principal guest is Past Sheriff and Common Councillor for the Ward of Broad Street, Chris Hayward. Chris' humorous and engaging speech thoroughly entertained us all and was rounded off by a rousing toast to the Worshipful Company of Marketors.

The evening was concluded by presenting the award to the winner of The Marketors' Trust Grants programme, Act4Africa, which you can read about in detail on page 11.



Master Dr Trevor Brignall hands the Past Master's badge to the Immediate Past Master, John Farrell



Master Dr Trevor Brignall with guest speaker Chris Hayward CC



Master Dr Trevor Brignall with previous Sheriffs Dr Christine Rigden and the Hon Elizabeth Green

Marketors and their guests enjoying the Installation Dinner



Master Dr Trevor Brignall with the Late Lord Mayor Sir Michael Bear and Lady Bear



Master Dr Trevor Brignall with the Sheriff of York, Cllr Ashley Mason JP and the Sheriff's Lady



Cadets from St Dunstan's College Combined Cadet Force about to take up their carpet guard position

New Liverymen clothed 7 March 2022



Sarah BENDER

(Freeman January 2020)

Sarah started her marketing career in the early 90s working for organisations including BUPA, MasterCard and NCR. For the past 12 years Sarah has focused on the not-for-profit sector heading up a cancer research charity, a family trust as well as advising small charities on governance and best practice. Her interests are horse riding, golf and horse racing.

Geoffrey CHAPLIN

(Freeman September 2020)

Now retired, Geoff's most recent position was as the Retail PoS Hardware Solutions Director at Fujitsu. With a background as a Chartered Engineer, Geoff was in the IT industry for 42 years, initially in client and product support, then moving into a variety of marketing and product management roles focusing on the retail sector across Europe, USA and Japan. Geoff was responsible for the full life cycle management of a range of innovative retail and hand-held solutions for in-store use. Geoff is married with two daughters and lives just north west of London.



John NEWCOMB

(Freeman April 2021)

John has been CEO of the Builders' Merchants Federation since 2012. During his tenure he has overseen the introduction of initiatives that have broadened its relevance and appeal and the BMF has grown in member numbers and influence to become the voice of the merchant industry. John is the current President of UFEMAT, the European trade body for the merchant industry, and a Liveryman of the Worshipful Company of Builders Merchants. He received the Trade Association Forum's prestigious Leadership Award in 2019. John was appointed to the Construction Leadership Taskforce in 2020 working with government and trade bodies to co-ordinate the whole construction industry's response to the Covid-19 pandemic.

Anthony NORTON

(Freeman April 2021)

Anthony first went into marketing in 1980 with Britvic Canada Dry where he launched Britvic 55 and Dr Pepper. In 1985, he joined Mattel as Marketing Manager on Barbie and Masters of the Universe. Anthony moved to Europe's largest licensing agency CPLG as Deputy MD to develop licensing programmes for Really Useful Group, Worldwide Fund for Nature and more. In 1991 he established Norton PR with his wife Michele, with clients such as LEGO, Warner Bros, Cartoon Network, Disney, Crayola and many more. Anthony enjoys photography, country sports, cooking and entertaining. He became a diving instructor some years ago and still has a love of the sea.



Michael RIGBY

(Freeman January 2021)

Mike has spent over 40 years in marketing in home improvements and construction. Ten years at Dulux fired a passion to put marketing on the map in construction and place it at the centre of strategy and decision making. His agency, MRA Marketing, established a government-accepted performance measure of the Repair, Maintenance and Improvement sector. It is also partnered with the Construction Products Association in leading the industry's response to Building Safely for the Grenfell Inquiry.

New Freeman admitted 7 March 2022



Matthew ANTOS-LEWIS

Matt has spent the last decade responsible for building and leading the EMEA marketing functions as a foundational European hire for the likes of Anaplan, Conversica and Verkada. He is currently Director, Demand Generation at travel technology start-up, Impala. In between professional life and making the most of all London has to offer, Matt is a mentor to budding marketers through Queen Mary, University of London.

James GATOFF

James has over 20 years' experience in leading international marketing, communications and business development teams in Global Financial Services, spanning FTSE100 Insurance, FinTech, Wealth Management and Private Equity. He joined Lombard International Group in 2016 as Chief Marketing and Communications Officer. A member of the Group Executive Committee, he leads a multi-disciplined MarComms team based in Europe, the US and Asia. In his spare time, James is an avid traveller, amateur photographer, foodie, news junkie, movie lover, fish keeper, gardener, gym goer and apprentice jogger!



Fergus NAUGHTON

Before moving to the UK and joining asset management firm Invesco, where he currently serves as Associate Director of Marketing, Fergus started his career in Beijing as a journalist. He later became China analyst for TS Lombard – a London-based global and emerging market consultancy – where he had a particular focus on the Consumer and Real Estate sectors. He then joined KPMG's Global China Practice in Beijing, during which time he was responsible for the marketing of inbound and outbound investment opportunities and the positioning of China's place in the global political economy.

Vittoria TRAGLIA

Vittoria has spent more than 10 years working alongside founders and investors to grow start-ups and SMEs across tech and the creative industries. Passionate about innovation, she has held a number of marketing leadership roles, and has become the right-hand of several CEOs. In most recent years she was part of Antler Venture Capital and is now a business growth consultant within the start-up ecosystem with a focus on social impact ventures. Vittoria holds a deep interest in teaching marketing and entrepreneurship and is a committed yoga practitioner.



Jarmila YU

Jarmila is an award-winning Chartered Marketer and Top100 CMO. Having spent 25 years in technology marketing, building her career in start-ups and some of the world's largest brands, Jarmila knows what it takes to develop successful marketing strategies and how to get the best performance out of teams. In 2016 she set up her own consultancy (YUnique Marketing Ltd), making it her mission to provide the CMO Advantage to SMEs – to enable them to drive economic growth. She regularly speaks at events and is often featured in marketing and business publications.

What's the role of our Almoners?

Sue Garland Worthington
Past Master and Lead Almoner

A key thing that distinguishes the Marketors as a livery company from a trade association is that being a Marketor is about one's whole person, not just one's professional side. The phrase 'Livery is for Life' works in two ways: it's a long-term commitment from us, as members, to the Company but also a caring commitment from the Company to us, especially when times are hard. This commitment was already evident in mediaeval times, when livery companies founded schools and built almshouses for their members and dependants. The Almoners are a key part of the Marketors' commitment to Company members.

The Almoners provide a confidential befriending service to

any Marketor who is facing difficult times through illness (physical or mental), bereavement, job loss, relationship breakdown or loneliness. We're not professional counsellors but we can – and do – offer a sympathetic listening ear, a phone call or a visit. Through the Marketors' Trust's financial support we can provide assistance to members 'in necessitous circumstances'. And Alison, our wise Chaplain, is also there to assist. Do get in touch if you think we can help – our names and contact details are in the Directory.

Another important part of the caring commitment is keeping in touch with Companions. Whenever a member passes away, we invite their partner to become a

Companion; in this way families can still be part of the Marketors. Companions receive Marketor magazine and are invited to Company events as well as to the annual Companions' Christmas lunch. Last December we met for the first time in two years and Companions enjoyed a traditional Christmas lunch in the splendid surroundings of Ironmongers' Hall. The lunch was organised by Past Master and Almoner Dr Keith Arundale and his wife, Kathy. Also present were Almoner Past Master Venetia Howes, her husband Roger, the Clerk and Assistant Clerk and I, in my role as Lead Almoner.

Below: Companions and Almoners at the Christmas lunch in Ironmongers' Hall



Common Hall

To many, 'Common Hall' can refer to any public space inside a school, residence or similar. In a livery company the best way to think about it is as our Annual General Meeting, at which all members are entitled to attend, listen, question and contribute.

On 21 February 2022 we gathered for a hybrid version of Common Hall. We enjoyed a good attendance in which we had 41 out of the booked 46 Zoom attendees with us, and a further 15 joined us in person at Plaisterers' Hall.

To all, we wish to send a very sincere 'thank you' for your attendance and also for your contributions, which is actually where real value is born. We would encourage as many of you as possible to attend this annual open forum in the future, to hear the Master & Wardens' plans and to ask direct questions.

A brief review of the topics we covered includes:

- a) Introduction to the Master & Wardens team
- b) Review of the membership profile
- c) Outline of the Master's theme for the year of 'Giving and Growing'
- d) Strategic review of our vision and plans for the year
- e) A review of each of our four AIMS and how they align with the four Cs of livery life, namely: AIM 1: City; AIM 2: Craft; AIM 3: Charity, AIM 4: Company.
- f) Treasurer's report on WCM's financial situation

There were a number of questions put to the Master and Wardens, both from the 'floor' in Plaisterers and also online.

The current Master and Wardens are committed to ensuring that we do run a Common Hall each year going forward. This is YOUR Company, and we would very much like to see you attend next year, hopefully in person, to share your thoughts and a glass of fellowship!

New awards for marketing apprenticeships

Sue Garland Worthington
Past Master & Chairman
of Awards Committee

For many years the work of the Awards Committee has centred on recognising and rewarding excellence at post-graduate level. Many members will have seen winning students from a range of business schools receiving their awards at a Great Event. Recently the Committee has been discussing how to develop the awards programme to reach and help more disadvantaged young people interested in pursuing a career in marketing. The Committee plans to do this by working through marketing apprenticeships.

Apprenticeships are a fairly new development in the marketing world, so the Committee is fortunate to have as one of its members Court Assistant Michael Lynch. Michael worked on the Apprenticeship Trailblazer groups and has an extensive knowledge of the theory and practice of marketing apprenticeships. Led by Michael we have developed a proposal to support marketing apprenticeships and hopefully engage with a new cohort of potential marketers.

The proposal is to offer 'Marketing Apprenticeship Awards' to charities and not-for-profits employing marketing apprentices. The aims of the charities will need to fit with the aim of 'reducing or eliminating disadvantage' and, as part of

its application, each charity will have to confirm that it is currently employing someone on a marketing apprenticeship contract.

The award will be for a set amount for the period of the apprenticeship contract – apprenticeships are typically for 12, 18 or 24 months. The plan is for the scheme to be trialled for up to four apprentices in the first year, so that any glitches can be ironed out before rolling out the scheme more widely. The awards will be open to existing employees embarking on apprenticeships and, although helping young people into marketing is a key aim, because people of any age can suffer disadvantage there will be no age limit on eligible apprentices, and no size limit on organisations applying.

The funds for this new initiative will come from The Marketers' Trust, to whom many thanks are due for having agreed to support it. The Trust has already funded a feasibility study to ensure that the proposal meets all detailed technical requirements. We are now at the stage of refining remaining details and looking for charities and not-for-profits who might participate in the pilot phase. If you know of any organisation meeting the criteria set out above, please do get in touch!

The Trust's giving strategy

Phil Andrew
Court Assistant and Chair of
The Marketors' Trust

Over the past few months, my fellow Trustees and I have been looking at ways to build on the wonderful work of the Trust to date. Until I took over recently, the Trust has been under the chairmanship of John Hooper CBE who has retired after many years of outstanding service.

In the past, the giving strategy has been based around six pillars:

1. City & Civic Donations to support the City and Mayoralty
2. Master's Choice and ad hoc donations including support for extreme humanitarian crises, such as the £10,000 donation we have made to the Disasters Emergency Committee Appeal, and members' charity fundraising efforts
3. Armed Services donations, including the Big Curry Lunch
4. Marketing industry donations and awards
5. Marketing education bursaries and awards for postgraduate students
6. Hardship grants for Marketors and their families

Last year we launched the Marketors' Charity Marketing Grants programme, in close collaboration with the Company. This marked our first venture into a giving initiative created and executed jointly by the Company and the Trust. It proved extremely successful.

All of this giving totalled around £75,000 in 2021.

Last autumn we undertook a survey of members to see what you would like us to focus on. The results from 159 respondents (verging on nearly half of all members) suggested that focus should be on creating opportunities for people who struggle to access marketing as a career, supporting apprenticeship schemes and to look at larger, longer-term giving rather than a lot of smaller awards. There were also a number of suggestions to focus on an area 'we can own or lead' rather than just being one of many donors.

There was also a strong emphasis on increasing our annual giving

amounts rather than building up reserves any further.

The Trustees have taken this feedback and built it into a 2022-23 plan that will see giving compared to previous years altered as follows:

- Expansion of the partnership with the Company to increase the impact of the Charity Marketing Grants programme. In 2021 this funded £20,000 of grants to five charities to undertake marketing activity and was a huge success. In 2022 we are looking to substantially increase this funding. We believe this is a concept we can own, which combines support for the disadvantaged with promoting the benefits of marketing.
- As seen with the giving for Ukraine and the Trussell Trust, we will continue to be open to giving to carefully selected humanitarian causes
- Expansion of giving to long-term youth projects. As an example we are looking to expand our partnership with Unloc, a youth enterprise charity with the following aims:
 - To develop young people's aspirations, employability and enterprise skills
 - To challenge stereotypes of careers in business and the marketing sector through role modelling
 - To connect local communities, schools and young people with both Unloc and The Marketors' Trust's ambition to give back to society
- Investigating the options to work with an external partner to fund (but not run) apprenticeships.



We will still continue much of our more traditional giving:

- Support to the City, Mayoralty, Master's Choice and members' fundraising requests.

- Armed services donations to be made within limits of our charitable objects, in that it must be related to an armed forces charitable activity.
- Marketing industry donations, although we will review these for effectiveness on an annual basis.



We will also, of course, continue one of our core remits to provide hardship grants as necessitated by member requests through the Company almoner.

These plans will be developed over time and will be modified as necessary depending on performance of investments. The general rule of thumb we are working on is to keep a minimum reserves balance of £650,000 to ensure we are covered in the event of significant investment volatility and to ensure long-term sustainability of the Trust.

We would be very pleased to receive feedback on this plan and suggestions on organisations to support. You can contact us at marketorstrust@gmail.com



Master Marketor Dr Trevor Brignall and Chairman of the Judging panel John Hooper CBE congratulating Jack Smedley from Act4Africa for its winning grant submission



The Marketors' Charity Marketing Grants programme makes its first awards

Diana Tombs
Trustee and Middle Warden



In the Autumn of 2021, the Company announced the launch of its inaugural Charity Marketing Grants Programme, supported and funded by The Marketors' Trust.

The programme was set up to offer grants to smaller charities to run marketing campaigns that would have a real impact in support of their cause. It was widely publicised through PR and social media and achieved some excellent publicity, helping to spread the name and fame of the Marketors.

The total fund was £20,000, comprising one

top grant of £10,000 and four grants of £2,500 each. All five winning charities were also offered pro bono marketing advice and support from the Marketors' Outreach team for the development and running of their campaigns. Outreach support was also offered to all the charities which applied to the programme.

A judging panel, chaired by John Hooper CBE, past Chairman of The Marketors' Trust, met first to choose a shortlist of three charities for the top grant and six charities for the four smaller grants. All nine charities were then invited to present their cases to the final judging panel, which took place on 18 February 2022.

The judges were very impressed with the quality of the applications and the evident dedication and commitment of the many volunteers involved in preparing these. The charities which were awarded the grants are all very worthy winners.



Top grant of £10,000

Act4Africa was awarded the £10,000 grant for a campaign to generate new regular donors and supporters for their Adolescent Mothers' Programme in Uganda through a social media campaign and new content generation for the website and social media.

Act4Africa's purpose is to reduce poverty and transform communities through health, education, agriculture, livelihoods and women's empowerment in Uganda. A small UK staff team fundraises to support the work of the Ugandan staff team. Ongoing programme activities include: health and wellbeing support for vulnerable adolescent mothers aged 14-24 (Strong Mothers' Club) and an Early Years Learning Centre (Kathy's Kindergarten); support for disadvantaged teenage girls to complete secondary education (Grow A Girl); and training for small-holder farmers to increase food security (Grains for Growth). Act4Africa has been operating for 20 years and is "beneficiary-led" in all its work.

The programme the Marketors' Trust grant will support aims to generate new regular givers for its Adolescent Mothers' Programme. Act4Africa is currently partnering with UKAID through its Small Charities Challenge Fund to run a pilot of the programme to provide sexual and reproductive health training and mental health support for 225 vulnerable adolescent mothers aged 14-24 in Mayuge District, Uganda. They hope to expand this programme to include vocational skills training so that participants' economic needs are addressed as well as their health needs – creating a holistic programme which truly transforms the lives of young mothers and their children living in extreme poverty.



Four grants of £2,500



Better Giving Partnership was awarded its grant to fund its first ever marketing campaign to attract new users to the Givto service through an advertising campaign on Facebook.

Givto is a unique fundraising service designed to help charities of all sizes connect with new donors. With only 28% of people in the UK giving money to charity regularly, Givto is designed to change that by giving people more choice and raising awareness of different causes that need support.

Each month Givto users are presented with information about three different charities and select the one they would like their direct debit money to go to. It's a bit like a digital version of the supermarket charity token scheme.

Givto was developed by the Better Giving Partnership (BGP), a charity run entirely by volunteers. It was developed and tested during the first lockdown in 2020 and has already helped more than 50 different charities.

The Marketors' Trust's grant will enable BGP to market the Givto service and increase the number of donors, meaning more money for a wide range of different causes.



The grant awarded to Childhood Cancer Parents Alliance will be used for a targeted Facebook and Instagram campaign to raise more funds.

The Childhood Cancer Parents Alliance (CCPA) works directly with Midlands-based families whose children, teenagers and young adults have a cancer diagnosis. It also supports families across the UK who do not have a local support group with its outreach service.



Its aim is to ensure that no family feels isolated by a childhood or adolescent cancer diagnosis, by providing tailored support

for the whole family. Despite the pandemic it has increased the number of families supported by over 45% since the beginning of 2020.

The campaign's aim is to encourage more Midlands residents to recycle to raise funds for the charity through Terracycle and to donate items that it can sell on its eBay shop and Facebook selling platforms. Increased sales on both platforms will generate more funds to support its work.



The grant awarded to the East End Women's Museum is for a campaign targeting corporates and networks to raise more funds.



East End Women's Museum is all about the extraordinary and everyday stories of East London women past and present: increasing representation and recognition while challenging gender stereotypes and inequalities. From Sylvia Pankhurst to Victorian-era black nurse Annie Brewster, to Ford Dagenham strikers, to inventor of the rearview mirror Dorothy Levitt, the museum is dedicated to putting women's lives centre stage.

Starting as a positive protest to a 'Jack the Ripper Museum' in 2015,

it has since reached over 20,000 live audiences and thousands more online through research, exhibitions and events. It is the only dedicated women's museum in England.

It is now at an exciting stage with plans to open a new permanent space in 2022/23. The Marketors' Trust grant will be used for a marketing campaign to raise its profile among those in a position to support it, targeting corporates and networks through two profile-raising events and by creating a printed version of the museum's case for support.



Nai's House's grant is for a campaign to raise awareness in the local community and to encourage local people and businesses to make regular donations.



Photo by Priscilla Du Preez on Unsplash

Nai's House is a small charity, founded three years ago, to improve the mental health and wellbeing of teenagers and young adults, with a specific focus

on suicide prevention. It is able to respond quickly and assign young people for one-to-one counselling or other support. This is particularly needed when the statutory services are under strain, with long waiting lists. It also supports the parents and carers of young people who are struggling or who have taken their own lives.

Using local print media, social media and targeted leafleting, the Marketors' Trust's grant will aim to engage local people and organisations, signing them up as regular financial supporters, thus enabling the charity to increase its capacity, support more young people and expand other activities such as bereavement support and awareness raising.

James Hambro & Partners - a strong charitable culture

Ann Goodger
Liveryman



Peace of mind is the offer of boutique wealth manager, James Hambro & Partners (JH&P). It was formed in 2010 as an independent firm to offer their clients high standards of personal service while delivering strong investment performance.

The Inter Livery Golf Day which is organised by the Marketors has been supported by James Hambro & Partners for four years. This year the event takes place on Monday 4 July at Verulam Golf Club, St Albans.

Nicola Barber is a partner at James Hambro & Partners and is also Head of Charities. The firm is known for advising charities on how to deliver consistent investment returns while being mindful of the specific needs of a charitable organisation.

Nicola joined James Hambro & Partners 10 years ago having previously worked at both Rothschild Asset Management and Baring Asset Management. Nicola has been recognised in Spear's list of the UK's best wealth managers a number of times. She is also a trustee and chairs the investment committee of the Citizens Advice pension scheme.

Nicola explained that since its inception, James Hambro & Partners has always had a philanthropic approach. The firm is 88% owned by its partners and this independence gives everyone the real ability to be entrepreneurial in their approach to investment. Furthermore, a long-term incentive plan enables the firm to have wider equity participation aligning long-term interests to those of its clients.

Charity work

Within the firm there is a strong culture of supporting charities – for instance, partners are encouraged to be charity trustees. And this comes from the top with the Chairman Jamie Hambro presently chairing both the Guide Dogs for the Blind and the Garfield Weston Charities.

Within the firm, all staff are given five days' paid leave to work for a charity; this is something that the firm actively encourages. One of the other pillars of the firm is partnering with a local charity. Historically, this has been Greenhouse Sports - a charity that uses inspirational sports coaching and mentoring to counter the effects of disadvantage, by engaging young people and improving their life chances.

Nicola told how this strong culture has been echoed recently in the staff survey. Staff want to continue to support, through time and money, the education of children and to give people life opportunities. So, the Corporate Social Responsibility (CSR) committee is going through a periodic process of selecting potential beneficiaries to support in the future. Greenhouse Sports remains in the mix.

“Within the firm, all staff are given five days' paid leave to work for a charity; this is something that the firm actively encourages.”

James Hambro & Partners also gives money to a number of charities; one example was supporting the virtual Christmas Carol Service for the cancer support charity, Maggie's - an initiative that was started during Covid but will continue for its third year in 2022. Further donations have been made to a wide variety of staff-nominated

charities as well as focused fundraising events that the Social Committee frequently arranges.

Thinking philanthropically is in the culture of the firm. It is mirrored in how it carries out its investment business with a strong belief that companies that embed sustainability into their long-term strategic thinking will deliver enhanced investment returns.

Over half of JH&P charity clients have a prescriptive ethical investment policy.

As well as traditional exclusions such as tobacco and alcohol, charities are able to implement complex positive screens that are aligned to the UN sustainable development goals. A portfolio invested predominantly in direct companies allows for greater transparency and control in such circumstances

ESG credentials

Also, organisations will want to know the environmental, sustainability and governance (ESG) credentials of a company they are engaging with. Not only does James Hambro have a strong ESG framework, it looks for this in the organisations it invests in.

Nicola told how JH&P wants to support and develop its staff. The firm likes to 'grow from within' and is keen to support staff, especially in these times when working from home and hybrid working are popular. Staff are trusted and empowered to always put clients first and deliver exceptional outcomes.

As mentioned, the recent staff survey showed that within the firm there's a view of the types of charities they should support. One of the highlights of this survey was how much people enjoyed working their five days with the various charities.

Until recently, JH&P was just London based. It now has offices in Leeds and Edinburgh and is looking for charities to support in both these cities. This will allow local staff to participate in the chosen charities relevant to their part of the UK.

In the meantime, livery companies will enjoy James Hambro & Partners' support for their annual golf day.

Bookshelf

Discover two of our members' favourite business books and read about a book that's just been published by Liveryman Rebecca Hill.



Made to Stick: why some ideas take hold and others come unstuck

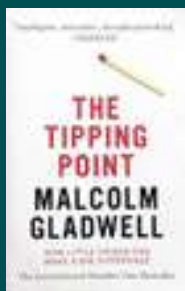
Dan Heath and Chip Heath

Having built my career agency-side, I have spent many

years developing and selling-in 'big ideas' and always felt there was some intangible magic about the best ones. Now, having read *Made to Stick*, I can safely say there is a great science that underpins that magic. Building on 10 years of research, brothers Dan and Chip Heath share a powerful framework for what makes ideas memorable, all wrapped up in a clever acronym: Simple, Unexpected, Concrete, Credible, Emotional, Stories (SUCCES). I like to add an extra 'S' for 'shareable' – to round it off and think about how to empower audiences to spread the message.

The book is a fascinating read, packed with case studies and anecdotes (including how an Australian scientist convinced the world he'd discovered the cause of stomach ulcers by drinking a glass filled with bacteria!). It's a must-have for any marketer who wants to build ideas that capture hearts and minds, inspiring their audiences to take action.

Liveryman Laura Beccaria



The Tipping Point: How little things can make a big difference

Malcolm Gladwell

When it comes to anything that gets massive in popular culture, whether it's

a new ethically manufactured lifestyle shoe, a members' club, a talented new kid on TikTok or even an underground song that crosses over to the mainstream, people think it just happens organically. Well it does but, in reality, it's a combination of a few key people spreading the word to a lot of people.

This book breaks it down deeply on the components needed and the type of people you need on your team for an idea, a personality, a product or a service to explode to a wider audience. An inspiring read that's perfect for people in marketing, especially when you need to transform people from not caring to passionately loving what you are trying to market.

Freeman William Frank



From Work Life to New Life: Rewriting the Rules of Retirement for Smart Professionals

Mike Mister and Rebecca Hill

Why do some professionals thrive when they retire while others struggle and even go into decline? Often, we are ill-prepared to make the life-changing transition from full-time employment, whether we leave by choice or not. Our professional work is an important part of our identity and filling that void and making productive use of our time and skills can be a major challenge.

Mike Mister and Rebecca Hill explore alternatives to the traditional "rules" of retirement in this practical guide for busy, mid to later-career professionals making the transition out of large organisational life. Using case studies and insights gleaned from their consulting work, Mister and Hill present a roadmap to reinvent retirement and build a rewarding 'encore' career. Having a purpose is key to professional and personal fulfilment, and the authors show you how to evaluate your options and make informed decisions when it comes to your encore. What motivates and inspires you? What are your lifestyle and financial needs? How can you leave the legacy you desire? The authors include tools and exercises that encourage reflection, help you assess your strengths, and create a personal action plan to make your ideas a reality.

Your encore can be the most exciting time of your life. From retraining in a new career path to making an impact by mentoring others or volunteering, a wealth of interesting possibilities awaits you!
www.fromworklifetonewlife.com

What does a Ward Club do?

David Pearson
Past Master

The 25 Wards of the City of London each have a Ward Club (some Wards share a clubⁱ). The Ward Clubs are primarily aimed at residents and those who work in the City, particularly the business voters, although some clubs encourage membership from outside the Ward, perhaps looking for members who have some other connection with the Ward.

The Ward Clubs also provide a link between the electorate and the Court of Common Council since the Aldermen and Common Councillors are usually members of the Club for their Ward. In most cases the Alderman is also the President of the Club. The Ward Clubs organise the Wardmote (Ward Moot) at which candidates for election to the office of Common Councillor or Alderman are elected. It is the Ward Beadle who opens and closes the Wardmote and in times past would have fined Freemen who failed to attend.ⁱⁱ



Choosing a Ward Club

In 2014 the then Master Michael Harrison decided that the Company should have a Four-Year Plan, four because it should tie in the Master and the three Wardens. I helped him to write it. We did not fill it with a lot of numbers which we knew would be wrong, but rather developed the general direction of travel against our four Aims. Under Aim 1, which is to actively support the Mayoralty and the City of London Corporation, one of the objectives we proposed was to encourage members to

join a Ward Club. Well, physician heal thyself. Here was I proposing that we should join a Ward Club when I wasn't even a member of one myself. But which one? I don't live or work in the City but then I remembered that I have two ancestors who were Lord Mayor.

Two family connections to Ward Clubs

My eight times great grandfather, James Esdaile (1714-93) was knighted by George III in 1766 and became an Alderman the following year. In 1776 he was sworn in as Sheriff of London and Middlesex, and the following year became Lord Mayor. He was Alderman of Cripplegate Ward.

My great-grandmother's first cousin, Sir John Bell Bt (1843-1924) was Lord Mayor in 1907, having been Master of the Fan Makers in 1897. In 1882 he joined the Court of Common Council representing Coleman Street Ward and in 1894 joined the Court of Aldermen, being elected Sheriff in 1902. He revived interest in the Lord Mayor's Show making it a spectacular pageant. My grandmother, who knew him as a young girl, used to tell me that he had been Lord Mayor twice. Well, only two people have since Dick Whittington: Sir Robert Fowler in 1883 and 1885 and Alderman William Russell from 2019-21. But I later realised that what she meant was that he had been Sheriff and then Lord Mayor so she would have seen him in his finery in two different years.

So I applied to join firstly Cripplegate Ward Club and then Coleman Street Ward Club. At the time of writing I am the Master of Cripplegate Ward Club but will be handing over to my successor soon. It is worth quoting the Cripplegate Ward Club Name and Character, but this will be typical with minor variations of all the Ward Clubs.

'The Club shall be a non-political, non-denominational and non-sectarian Association of persons and shall be known as "The

Cripplegate Ward Club".'

The objects of the Club shall be as follows:

- (a) To encourage Members to take an active interest in civic affairs.
- (b) To organise social functions for the benefit of Members and arrange lectures and debates and visits of general interest.
- (c) To support any organisation or appeal having as its object an object or objects charitable within the laws.'

A calendar of events

Like livery companies, some events are fixed in the annual calendar such as an AGM when responsibilities are passed on, an annual Civic lunch which may be attended by the Lord Mayor and/or the Sheriffs, a summer garden party, a Harvest Festival and a Carol Service at a church within the Ward. Others of a varied nature will be planned by the Master for that year, not only in the City but also further afield.

Several members of the Marketors play, or have played, leading roles in different Ward Clubs. Our present Master Dr Trevor Brignall does so in Farringdon Ward one of whose patrons is our present Lord Mayor Alderman Vincent Keaveny.

WHICH WARD CLUB WILL YOU JOIN?

One of the advantages of joining a Ward Club is that while everyone shares an interest in the City and, of course, the Ward, in other ways we are so diverse. Many are Liverymen of other Companies but by no means all. It is still one of the objectives in our Four-Year Plan so I encourage you all to join a Ward Club. Annual Membership subscriptions are modest, £25 in the case of Cripplegate. And what would be really good is if the Marketors had representation in all 22 of them.

ⁱ Lime Street and Cornhill share a Ward Club, as do Vintry and Dowgate, and the two Farringdon Wards.

ⁱⁱ Honorary Liveryman and former Clerk Adèle Thorpe was Beadle of Cripplegate Ward until recently.

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A new era of marketing calls for a new approach. Our end-to-end model is designed to plan, execute and deliver stories that resonate across culture. We combine creativity and craft to build experiences that excite and moments that matter.

Join us in our ambition to push your brand, the industry and our world forward together— redefining creativity in the new era of marketing.

→ media.monks.com

The role of a Past Master

As your last act as Master you have installed your successor and have been divested by the Beadle of the Master's Chain and Jewel, also the Master's robe. After the transfer of regalia, the new Master presents you with your Past Master's Badge and hopefully finds a few kind words to say about you. So what now? Suddenly relieved of responsibility for the Company, a winter holiday may well beckon.

Committee Chairman

In the Marketors you are now the Immediate Past Master and will usually be offered a new role as Chairman of a committee as requested by your successor. With the knowledge and contacts you have gained as Master, your task is to help identify ways in which our Company can add value to the City and wider livery movement and to raise members' awareness of the Civic City. You are well placed through the experiences of your year of office as Master to continue to support the Lord Mayor and 'The City' as a global brand.

Past Masters' Association

As one door closes, many others open. As a Past Master you are a member of an exclusive and

very social club – that of the Civic Team, Masters, Prime Wardens and Upper Bailiff sharing your period of office. Most of these you will have come to know from numerous events attended. The Past Masters' Association (PMA) for one's year can act in many respects as if you have joined another livery company, with full participation expected of Masters as well as their Consorts. Besides one's PMA, perhaps interest could develop in progressing to the chair of one of 22 Ward Clubs or the City Livery Club, while for those with familial links to the north of England, the Brigantes offers a new pan-livery perspective and large formal livery events in prestigious northern venues. Female Past Masters may choose to participate in the events of the Lady Masters' Association.

Civic roles

All these associations provide Past Masters with an additional offering of formal lunches and dinners, as well as opportunities for committee activity and interesting social events. For some Past Masters, the civic and livery knowledge gained may lead to becoming a Clerk in another company or seeking elected office in the City

as Common Councillor, Deputy, Alderman or Sheriff. For a few, even progression to Lord Mayor may beckon. For others, progression in another livery company or guild could lead to becoming Master all over again.

Member of the Court

Within the Marketors, under current rules all Past Masters can continue contributing as an active member of the Court for as long as they wish. This is not the case in all companies, many having chosen a set term for remaining on Court once having passed the chair. While Past Masters can provide the Court with a great deal of experience and a connection to the history, tradition and ethos of the Company, an important feature of court meetings is that Past Masters only express their views **after** first hearing from all Court Assistants wishing to speak. This ensures fresh views and new ideas come forward and are given an airing.

Mais Past Master

A particularly important role fulfilled is that of the Mais Past Master, named after the 1984 Master and late Lord Mayor, Lord Robert Mais.



Senior Past Master Harry Druce and his family. L to R: Annabel Walker - granddaughter; Louise Walker - stepdaughter; Valerie Druce; Harry Druce; Alison Druce - daughter; Christine Druce - granddaughter

Senior Past Master Harry Druce

As well as being the senior member of the company and the Senior Past Master, Harry Druce is one of the founder members of the Marketors. For the past 20 years he and his wife, Valerie, have lived in France and so were unable to see much of their family over the two years of the pandemic. To reward his granddaughter and step granddaughter for their talents and achievements – and all their efforts during a period of great difficulty – Harry and Valerie decided to entertain them, along with their mother and aunt, to the magnificent banquet at Mansion House in December. We were delighted to see them all there.

David Williams
Liveryman and Consort

An interview with our Master

Zoe Phillips
Freeman



A Past Master's badge

A more senior Past Master – one who is now at least eight years after being Master, is appointed to join the Master and Wardens Committee as a full member and independent observer. He or she acts as confidant, adviser, mentor and diplomat, but not unduly influencing the Master's programme or intentions.

The Past Master still remaining in membership and longest past the chair is known as the Senior Past Master, currently Harry Druce (Master 1989). The most senior member of Court after the Master and Wardens, he takes the chair in case of their absence. The Senior Past Master is offered the courtesy of processing into formal events with the Master, Wardens and principal guests. The Company holds a special Senior Past Master's badge.

The well-worn phrase heard is that there is nothing so past as a Past Master. However, opportunities for continued contribution abound both within and outside the Marketors. For some, becoming a Past Master has been just the start to finding further fulfilling roles here in the Company or the City.

There are people in this world who are kind, intelligent, philanthropic and charitable. Having recently joined the Marketors, I've been really impressed to find such a bunch of people. Our Master is no exception to this rule. His experience is extraordinary and he truly is a Kingmaker in this world.

His career took a consistent approach, working at various blue chip British companies including British Gas, British Telecom and Wickes, before taking key roles in global consulting firms.

From the outset he was a changemaker, transforming businesses at the time of their privatisation, who for the first time faced competition. He flourished in identifying new markets and opportunities for them at home and abroad. These skills have continued throughout his career.

From BT Trevor was headhunted by what was then called 'NTL' to create and launch a CableTV and telecoms business now trading as the multi-billion pound business, Virgin Media.

Trevor's business and commercial experience led him to being headhunted into the world of consulting. Working in over 260 locations in over 50 countries, his last role was Global Head of Consulting at Logica.

Trevor is an entrepreneur and is passionate about diversity and inclusion. He also has a passion for the City of London and for 'giving back'. He continues to work on fundraising and in assisting City charities. He advises the City on a range of different matters and also Liverymen on standing for roles in the City, including Sheriff.

Asking Trevor about what he has learned most in life, he replied 'patience'. It was a phrase used by one of his inspirational senior managers. He told me this was a big lesson in life, to step back, think about what is trying to be achieved, and the reason, before pushing on.

Asked about a 'light bulb moment', Trevor comments that this was the point at which he realised that accountancy was all about what had happened in the past, not about the future. His passion for innovation and entrepreneurship



being the opposite of the former. He compared it to driving in fog when the accountant can always look in the mirror and clearly see where they have been but cannot see what's ahead.

I asked Trevor about his Mastership. He compared being the Master to being a Marketing Director or Football Manager who often have a similar short 12-month tenure. Working with the Wardens, he and they can focus on developing a four-year plan that enables consistency as the next Masters come and go in the Company.

On asking what he would take to a desert island, Trevor would take a 'Vacheron & Constantin' watch. Why? Because only a few were manufactured to ensure exclusivity. Being the practical man that he clearly is, he stated that his reason would be that given the value increase whilst he was on the island, he'd be able to sell it upon his return and donate the proceeds to charity.

Trevor is a quiet, unassuming achiever. He is understated, discrete and fascinating, in fact just like his favourite Swiss watch.

He comments that being Master is a huge privilege. He sees it as an opportunity to serve the Company and its members. He is most looking forward to enhancing the relationship between the Marketors and the City Civic and the wider Livery. One of his favourite pieces of music is Roy Orbison's 'In Dreams' which perhaps summarises his mission to sprinkle stardust on the Marketors.

Master, we welcome you and look forward to supporting you in your tenure.

A longer version of this article is available on the website.



The Marketors' Tribe

WHO WE ARE

We are a vibrant community of Marketors, formed to promote the wider involvement of our younger members and those currently active in the marketing profession. Our aim is to bring together the 'future leaders' of the Worshipful Company of Marketors across a mix of social, cultural and professional events. We meet monthly, usually the first Thursday of the month, 6.30-8pm. If you'd like to join us please contact Liveryman Laura Beccaria.

A brief guide to the livery

Laura Beccaria
Liveryman

"How does the City of London work and what role does the livery play?" is certainly one of the most common questions people ask when they join a livery company. So, the Marketors' Tribe was delighted to host a talk by Past Master Andrew Marsden, official candidate for Non-Aldermanic Sheriff 2022-23.

We gathered in a beautiful committee room at Guildhall, overlooking the magnificent courtyard, as Andrew shared his 30+ years' experience to help us demystify ancient traditions and understand the modern workings of the City.

Here are five of the many interesting facts Andrew shared:

FACT 1

Think of the City of London as a stool with three legs: The Corporation (Common Council), The Mayoralty (Court of Aldermen) and The Livery (Common Hall) – each playing a pivotal role in the governance and running of the City.

FACT 2

The City of London is divided into 25 wards, each represented by one Alderman and between two and 10 Common Councillors, who are elected by both residential and

business voters. The 100 Common Councillors and 25 Aldermen make up Common Council and are the City's primary decision-making body. Working much like other local authorities, Common Council



carries out work through its many committees, but what is different is that it is largely non-party political with most members standing as independents, although recently some candidates have stood as party political nominations. They also don't currently receive a salary or expenses, although that is all set to change.

FACT 3

The Lord Mayor is the oldest continually-elected office in the UK, dating back to 1189. The Lord Mayor is the head of the City of London Corporation and is an international ambassador for the UK's financial and professional services sector. The Lord Mayor is elected by the 110 livery companies and must be an Alderman who has previously served as Sheriff. The role of Sheriff is to support the Lord Mayor and Law Officers at the Old Bailey. It's a role that requires upholding many traditions... including spending a year in lace and tights!

FACT 4

Livery companies trace their origins back to Medieval Guilds, with the earliest Charter still in existence granted to the Weavers' Company in 1155. Today's livery companies still uphold many of the same values of the original Guilds: advancing the interests of their craft or trade; building fellowship; supporting charity, education, the armed forces and their livery church; and of course electing and supporting the Lord Mayor and the City of London Corporation. Each year, Liverymen of the companies



convene at Common Hall to elect the Sheriffs and candidates for Lord Mayor, where they must attend in person and publicly cast their vote with a cry of 'All' when in favour, or 'Later' to stand against the appointment. Some may even go as far as to say 'Never!' or 'Over my dead body!'

FACT 5

There are now 110 livery companies who contribute £80m+ annually in charitable giving and donate over 120,000 hours of pro-bono work and services. Livery companies are a remarkable force for good, upholding the Mayoralty and ancient traditions of the City of London while giving back to society in time, money and talent.

Following the talk and an equally interesting question and answer session, we all retired to the Old Doctor Butler's Head pub for a thoroughly enjoyable informal drinks session. We were delighted to welcome a brilliant mix of

"It was fascinating to learn more about the way the City of London operates and is governed. We discovered that Beadles' traditional uniforms include pomps to be soaked in perfume, ensuring Masters of livery companies were not subjected to the foul smells of the street when processing for funerals... imagine our Beadle having to do that nowadays!"

Liveryman Conor Gunn

newcomers to the Marketors' Tribe, including long-standing company members, company supporters, prospective members and Future Marketors.

If you'd like to find out more about Andrew Marsden's Campaign and show your support, please visit: <https://andrewmarsden.london>

Fellowship turns up the speed

Kim Peta Freeman

The February Tribe Speed Fellowship Event took place on Zoom as we returned for a spate of online events due to Covid's resurgence. The event applied the speed dating concepts of two people meeting for a few minutes to create a spark of conversation before moving on to the next and doing it all again.

The event was designed to move away from the typical "So, what do you do?" questions and more about getting to know one

another as people and friends, which everyone who attended responded well to. Armed with "cheat sheets" of icebreaker questions and answers provided by the attendees, the event got off to a good start. With attendees rotating every five minutes, the hour passed incredibly quickly.

After the event, many commented on the usefulness of the format which, while being daunting initially, was quite effective for getting to meet a wide range of

attendees. It was great to see the Tribe engaging so well with one another.

We will be running the event in person again in a few months, for those who would like an in-person experience. We will also be repeating it online based on the excellent feedback. Thank you to all who took the time to attend, and we are looking forward to seeing you again in the months to come.

What does the metaverse mean for business?

Roz Morris
Liveryman

What is the metaverse? Why is Mark Zuckerberg so keen on it that he has renamed Facebook's holding company as Meta? Will the metaverse be the future of marketing?

We have just the man to answer these questions. Our Honorary Liveryman, Alderman Professor Michael Mainelli, has many roles, including executive chairman of Z/Yen Group, the City of London's leading commercial think tank.

Michael told us in his online talk to the Marketors in February that not only has his think tank already written reports about the metaverse, but they and many others were on to it long before Zuckerberg's big Meta name change announcement last October. I was delighted to chair this event and hear about the pros and cons of the metaverse, which is clearly going to be part of all our lives in future.

So what is it? The word metaverse comes from the 1992 science fiction novel 'Snow Crash' by Neal Stephenson (who turns out to be an old friend of Michael) and it describes a realm where physical, virtual, and augmented realities converge to create interlinked, persistent, shared, 3D virtual reality spaces. The metaverse removes physical geographies and creates

'new land' with multiple, even infinite geographies providing scope for hype and gold-rush-type sale pitches.

Mark Zuckerberg says the metaverse will be the successor to the mobile internet: "We'll be able to feel present – like we're right there with people, no matter how far apart we actually are."

Michael Mainelli believes the metaverse is already an obvious part of the business environment. However, he doesn't think it will take over from the internet but will sit alongside it.

He told us it's important to understand that the metaverse is not joined up like the internet. It is currently a series of walled gardens, closed ecosystems where you have to register to enter, and each separate space wants you to stay in it and not go to other ones. This contrasts with the internet, which was established as a not-for-profit, collaborative endeavour.

The word 'persistent' is key. When you take your goggles off and leave the metaverse, it persists. It is still continuing, and you miss out on events when you're not there. If you want to take it seriously you can buy a 'persistent avatar'. This gives you the same avatar no matter which part of the metaverse you enter.



Alderman Professor Michael Mainelli

Given the submersive nature of the experience, marketers will have the opportunity to collect unprecedentedly detailed data about consumers. When you put on the goggles and enter a virtual world, everything is being tracked. The future is no longer just about fighting for eyeballs but is as detailed as tracking eye movements.

Currently the bulk of metaverse uses are in gaming, entertainment, and pornography, which means not everyone has taken it seriously. However, many businesses are now realising how useful metaverse-simulated environments can be for branding and for tasks like rehabilitation, business meetings, legal services and training.

McDonald's announced earlier this year that customers will be able to order its takeaway food in the metaverse and get real food delivered to their door. Other big brands, including, interestingly, Sotheby's are trading in the metaverse having paid for virtual land and property. Have **you** got your persistent avatar, your goggles and your haptic gloves yet?



Changes to data law and what it means for Marketors

Jenny Moseley
Liveryman

The Department of Culture, Media and Sport (DCMS) recently issued a consultation document, Data: A New Direction. At 147 pages long it takes some reading, but the main focus is on reducing barriers to responsible innovation, reducing burdens on businesses and delivering better outcomes for people.

At a Law & Marketing Committee event held on 24 February, a panel of experts considered how this consultation could affect our marketing activities in the future, with balanced views from the legal and regulatory, client and supplier sides of the marketing industry. Our panellists were:

Robert Bond – Data Protection Consultant and President of the Society of Corporate Compliance and Ethics

John Mitchison – Director of Policy and Compliance, DMA

Michael Bond – Group Data Protection Officer, News UK

Andrew Bridges – Head of Compliance, the REaD Group.

European Data Protection, most recently via GDPR, has been a beacon for many around the world, however this consultation shows that the UK is starting to stretch its wings after Brexit and planning on going in a different direction.

The DCMS appears to have a

genuine desire to change the regulations to benefit business and consumers.

One area of focus is where Legitimate Interests (LI) may be used as the basis for gathering and using data was considered a positive move (as long as direct marketing is included, said our panel). Some companies, large and small, have been hesitant to use LI as they see it may open them up to risk, but a formal list would help those companies as long as it is a sensible one, especially for smaller businesses without the benefit of formal legal advice.

Such a list would also help Data Protection Officers as they are at the forefront of liability and often carry the risk of failure personally.

Many companies have spent a great deal of time and money getting their compliance in line with GDPR. Policies, processes and procedures have been put in place and staff trained and there was some concern that too many changes may actually weaken compliance.

For instance, one of the pillars of GDPR, the Accountability principle, is set to become a Privacy Management Programme. Isn't that the same thing?

The DCMS is also considering changes in Data Protection Impact Assessments and Record of Processing Activities,

currently already embedded in organisations. Might this open up more areas to risk?

Changes for change's sake?

This final point was confirmed by a live poll: 'Which of the following is the most positive change to the law?' 100% said 'More reliance on Legitimate Interests for marketing'.

Top tips for Marketors

1. Don't tear up everything you have done so far, and if you haven't done enough go back to basics and take another look at what is currently required.
2. Don't panic. GDPR is not going anywhere for the moment.
3. Keep a close eye on the DCMS consultation; we should hear more during this coming year.
4. Think about what you might want to do in the next 12-24 months and how the changes could affect your marketing.
5. Look on the potential changes to Legitimate Interests as a business opportunity.

The full recording of this webinar can be accessed on the Marketors website using your personal login.

Quiz time

Test your knowledge of the City with this mini quiz.

1. By what nickname is the building on 20 Fenchurch Street better known?
2. Which is the largest of London's subterranean rivers?
3. In the old rhyme, the bells of St Clements say 'oranges and lemons'. What does the great bell of Bow say?
4. What are the names of the two women who have been Lord Mayor?
5. Which Lord Mayor died in office?
6. In which U.S. state can you find the old London Bridge, sold in the 1960s?
7. What is the City's tallest building?
8. Which London railway station is named after a former priory?
9. What do the Guild of Nurses use instead of a loving cup?
10. The Vintners and the Dyers take part in the annual event of swan upping. In which week does this take place?

Answers: 1. The Walkie Talkie, 2. Fleet, 3. I do not know, 4. Dame Mary Donaldson and Dame Fiona Woolf, 5. Sir William Browne in 1514, 6. Arizona, 7. 22 Bishopsgate (aka Twentytwo) at 278 metres tall, 8. Blackfriars, 9. A Florence Nightingale lamp, 10. Third week in July.

Elevations, alleyways and hidden green spaces

Jane Wharam
Liveryman

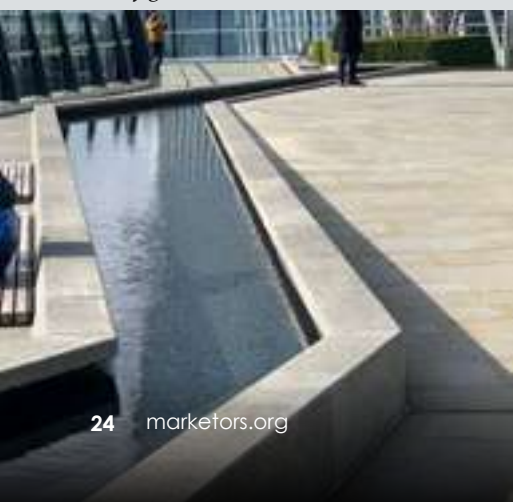
It was wonderful to be back with fellow Marketors and their guests on Sunday 6 March on the first in-person City walk in more than two years.

We had originally roamed this part of the City virtually in July 2020 but doing it in person was an altogether much more enriching experience, as not only could we see the places we'd visited on Zoom in 3D, we could also use our other senses – literally smelling the coffee, and definitely feeling the chill in the air.

The tour, led brilliantly as ever, by City of London Guide, John Steel, started at 120 Fenchurch St, which supports the largest roof garden in London. The views were breath taking and it was hard to believe that such an oasis of calm and beauty was 15 storeys above pavement level! Spring was being heralded by the jonquils and daffodils and it would be wonderful to revisit when the wisteria and fruit trees are in bloom. There's even a tranquil 200ft-long water feature where one could sit and dream – except perhaps on one of the coldest days of the year...



Above and below: Views from the roof garden at 120 Fenchurch St.



St. Alphage Church, Cripplegate

Back on *terra firma*, we wound our way through a labyrinth of alleys, passing some 200 works of art and glorious ancient and modern buildings. But perhaps the most fascinating features were the open spaces. Many of these were created from ruined churches, which were not rebuilt after the Great Fire or WWII. We saw examples of both; in particular St. John Zachary, which had not been rebuilt after the fire and St. Mary Aldermanbury, which was not rebuilt after the Blitz - or at least not in London.

As John explained, this is the only Wren church in the USA, as the walls, which were the only parts of the building left standing, were transported to Fulton, Missouri in

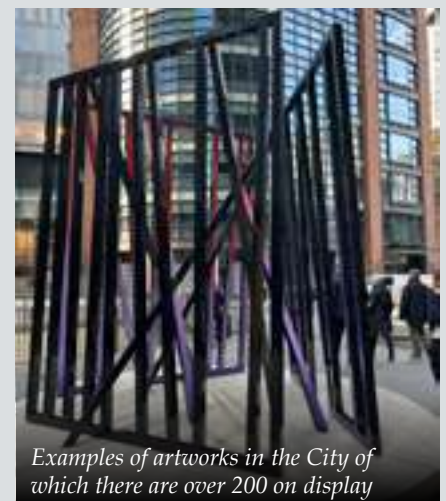


St. Helen's Bishopsgate

1966 and rebuilt in the grounds of Westminster College there, as a memorial to Winston Churchill.

This was probably my favourite area of the walk. In the footprint of the church there is a monument to Henry Condell and John Heminges, who were instrumental in the production of the First Folio of William Shakespeare's plays, as well as being co-partners with him in the Globe Theatre. Both men were buried in the churchyard.

Fittingly, we finished the walk, as we had started, with plants – or a tree to be precise. But this isn't any old tree; not only does it have a poem written about it by then Poet Laureate William Wordsworth, it is also the only tree in London to be



Examples of artworks in the City of which there are over 200 on display

listed! If anyone is interested, the poem is called *The Reverie of Poor Susan*, which John declaimed to us in his finest thespian tones.

Untrodden ways

All John's walks feature hidden gems and there were too many to mention on the walk, from the Dutch Church in Austin Friars to the hidden gardens in the Barbican and the 'meadow', complete with beehive, right outside our very own offices at One London Wall.



A work of art with water feature by Alan David, 1969. It is regarded as the first abstract piece the City purchased

With the new pedway at the end of the elevation part of the tour we saw the future beside the past with the Roman wall. We also saw a history of the livery, passing seven Livery Halls, three from the Great Twelve. But to me, the walk was one of exploring the untrodden ways, which brings us neatly back to Wordsworth. To mix up his poems and references, "dull would he be of soul who could pass by a sight so touching" – and the Marketors' walks will take you past many such sights - and sites.

Flipping shame – pancake races cancelled

Ruchira Neotia
Liveryman

It was such a pity that the 18th Inter Livery Pancake Race was cancelled, especially as it would have been a first for yours truly competing. We blamed the inclement London weather which threatened potential injury to competitors, given slippery surfaces. The sight of seemingly sensible adults dashing about Guildhall Yard armed with frying pans tossing pancakes can provide much amusement to onlookers. However, on looking more closely, we see that this annual event is a cornerstone of inter-livery collaboration and the City's charitable commitment to society.

After the competitive success of last year, the Marketors were not left empty handed. Chairman of Events, Liveryman Martin Ashton, did us proud by snagging third place in the novelty costume

category, resplendently attired as a Roman Centurion. First place was deservedly won by the Water Conservators for a meticulously detailed water-recycling-system costume.

Clouds have silver linings and the lunch went ahead as planned and was served in the splendid Guildhall Crypt. Hearty and warming soup kicked off proceedings, served in souvenir mugs commemorating this year's event. In line with the City's ethos of supporting people and giving back, the catering was provided by The Clink charity, an incredible organisation that is transforming lives through the creation of opportunities for offenders who deserve a second chance. The Clink is now in its 12th year of operation and has the lowest re-offender rate in the country.



Congratulations to Liveryman Martin Ashton who won third prize for his fancy dress costume. As the races didn't take place this year, Liveryman Alex Conabeare, who won the Liveryman's race in 2020, gets to keep his frying pan trophy for another year.



INTER LIVERY QUIZ NIGHT

The team representing the Marketors at the Inter Livery quiz night at Guildhall on 23 March were l-r Conor Gunn, Steven Rowe, Martin Ashton and Zoe Phillips.

Although the 'Magnificent Marketors' didn't feature in the winning top three, they had been in the lead until the halfway mark. Zoe's forte was questions on food and drink; Conor's was music and bands; Steven had the correct answer to all those sorts of questions no one else knew the answer; and Martin had an absolute roll on the word puzzles. Despite the lack of prizes, the team had a thoroughly enjoyable evening.

Membership Committee under new management

Diana Tombs
Middle Warden & Aim 4 Champion

Thanks to outgoing Chairman Keith Rowland and his Membership Committee, we have enjoyed considerable success in bringing new Freeman into the Company over the last couple of years – despite the pandemic.



The Membership Committee now has a new Chairman in Ankur Shiv Bhandari. He is tasked with continuing the good work of attracting new members. A ten-strong committee is supporting him and our great new website presents a compelling case why professional marketers across the spectrum should wish to apply to join us.

We have an ambitious target of 25 new Freeman this year. Five were admitted at Ceremonial Court prior to the Installation Dinner and we have several more going through the interview stage. However, we need a good pipeline of candidates. Here's what you can do to help:

Refer a prospective member

Most new members in the past have come from personal recommendation but this has declined in recent years. Please help us address this.

If you know a good, experienced marketer, please recommend us to them. We are looking for a diversity of talent and for people who will ensure the Company stays professionally fresh and relevant over the coming years.

They will need to be well regarded within the marketing industry and be enthused by the values of the Livery, namely: the traditions of the City, the craft of marketing, giving back, and fellowship. Membership of the Marketors is an honour, so it should be someone you respect and trust.

Come to a prospective members' open evening

We hold several of these throughout the year and the dates are published on our website. You are welcome to invite any prospective members to attend and you could even come along yourself!

Academics – please recommend other academics

We have a strong representation of senior, high profile academics among our membership and we are keen to maintain this. If you are an academic member reading this article, could you consider recommending some of your

colleagues to apply to join the Marketors?

Invite a prospective member to a social event

We have some great social events, both formal and informal. Please consider inviting a prospective member as a guest. We will make them very welcome.

Tell us your ideas

We have several other strands of activity we are currently developing. But we are Marketors, so we are also open to any new ideas of how to attract more (appropriately qualified) new members. Please come forward, tell us your ideas and engage with us.

In response to any of the above, please contact Ankur Shiv Bhandari, Chairman of Membership, at membership@marketors.org. In the first instance, we can send you a membership flyer, in both print and digital form, for you to use.



Fellowship – the beating heart of our company

Andrew Cross
Past Master & Chairman of Fellowship



With a very strong Committee and a list of projects to carry over from last year's lockdown, we are looking forward to a busy few months where we can re-inject vitality into our active Fellowship programme.

What does the Fellowship Committee do?

The mission of the Fellowship committee is to help foster a feeling of belonging to the Company as a friendly association, with the aim of supporting retention and encouraging greater involvement. Just as important as welcoming new Freemen to become involved is ensuring existing Liverymen remain engaged.

Here's a round-up of the initiatives the Fellowship Committee is involved in:

THE BUDDY SYSTEM

Started pre-lockdown, we are going to ensure that all new Freemen have a designated "buddy" within the Company to assist and steer them through the first stages after joining. This worked very well at the Installation Dinner in March and we plan to ensure it continues.

PROGRESSION

The Fellowship Committee also helps Freemen obtain their Freedom of the City, so they can progress on their journey to become a full Liveryman. Our role is also to explain the aims and structure of the Company and the routes to fuller involvement within the wider aspects of the Company and the City in general.

TAKING PART IN CITY CEREMONIES

We encourage our Freemen and Liverymen to take up some of the many opportunities to take part in City ceremonies. These include the Lord Mayor's Show, the Election of the Lord Mayor, the Election of the Sheriffs and the United Guilds' Service at St Paul's. They all provide the perfect opportunity to get to know your fellow Marketors better.

Marketors also represent the Company in the Inter-Livery Pancake Race and the Inter-Livery Clay Shoot. And there are opportunities to take up the invitations from our military affiliates, too.

THE 'CLASS OF'

We can look forward to continuing the excellent initiative of a number of 'Class of' events throughout the year and these will be led by the relevant Past Masters. These have proven to be a great success in terms of bonding and renewing friendships.

SPECIAL INTEREST GROUPS

New to the Company will be the trial of a few Special Interest Groups aimed at bringing people together socially around a common interest, unrelated to the marketing discipline.

We already have a couple of ideas on the table – Travel and not unsurprisingly, Wine Appreciation! But, if you feel that there is a topic that would interest your colleagues, please let the Fellowship Committee know and we will see what we can arrange.

Since Fellowship is a core function of any livery company, the Committee will welcome any suggestion you may have in order to expand our Fellowship programme.

STAYING IN TOUCH

The past couple of years have been very difficult for many of us and the ability to stay in touch has been restricted to Zoom and on-screen meets. However, the exceptional effort and hard work put into these initiatives by our two most recent Past Masters have enabled us to keep a bright and vibrant Company in touch with each other. It's up to us now to maintain the momentum and, in close cooperation with the Events Committee, we are planning a lively programme of Fellowship events for the rest of the year. Watch out for future notices from the Clerk!

Outreach – a heart for the mission

Gina McAdam
Liveryman

Over 120 years ago, a gentle Sudanese woman named Josephine found her vocation in the convent, having endured years of slavery across three continents. Today, a hidden sanctuary for women victims of trafficking bears the name of Saint Josephine Bakhita, the patron saint of modern slavery.



Bakhita House was established by the Diocese of Westminster and is managed by its social outreach charity, Caritas Westminster. Since 2015 it has supported over 120 women from 40 countries as they recover and re-adapt to a life free from exploitation.

Part of a worldwide network of organisations providing a bulwark against modern slavery, it is a safe house offering immediate respite care for rescued victims as well as active support during the process of prosecuting perpetrators. Crucially, it provides restorative activities such as music and art therapy, English lessons and other life skills.

In January 2021, as England entered its third national lockdown,



the Marketors' Outreach Committee began its pro bono work in support of Bakhita House.

The project was led by Freeman Lesley Lloyd, an experienced Chairman and NED who uses her strategic marketing and ESG skills to advise, support and challenge boards. Working closely with Bakhita House service manager and former Met detective, Karen Anstiss, and with Caritas Trust fundraiser, Julie Christie-Webb, Lesley designed a marketing strategy with proposals for fundraising activities. These included approaches to charitable trusts, corporates and high value individuals. The plan incorporated a digital marketing strategy and website review.

Commenting on the Marketors' help, Julie Christie-Webb from Caritas said: "The style and quality of service was excellent. Lesley clearly has a heart for the Bakhita House mission, which helped us build a warm relationship with her, confident that the end product would be of a high standard.

"Her report provided a fresh set of fundraising leads and brought a fresh perspective to our marketing. It was an excellent basis for our strategic planning for the next three to five years."

Karen Anstiss added: "Lesley was empathetic to our project, enthusiastic in her approach and very encouraging about what we may achieve as we continue our journey to assist victims of slavery and exploitation."

Lesley Lloyd summed up her experience by saying: "I thoroughly enjoyed working with Karen and Julie. I am delighted they benefitted from this project, but I learned a lot



Outreach committee member,
Freeman Lesley Lloyd

too. Prior to this I had written and approved Modern Slavery Policies, but this engagement deepened my understanding, which benefits the companies I work with and thus makes me a better NED and advisor.

"I enjoyed being part of the Marketors' Outreach Committee and adding real value to an excellent cause. I gained particular satisfaction from helping them to really think outside the box, such as linking them with funders like Sport England."

The Company's efforts are now enshrined in the Caritas Westminster website at <https://www.caritaswestminster.org.uk/bakhita-house.php> where they say:

"We are grateful to the Worshipful Company of Marketors for their expertise and generosity in 2021. Their pro bono service has been invaluable to the development of a high level marketing and fundraising strategy which will help ensure the enduring success of Caritas Bakhita House in enabling women to live successful lives beyond trafficking."

The scale of the global challenge surrounding modern slavery remains immense. The UN estimates that 5.4 out of every 1,000 people in the world are victims of modern slavery, a term that covers human trafficking, labour, criminal and sexual exploitation, and domestic servitude.

Once again by reaching out, the Marketors have made a small but salient -- and long-lasting -- difference.



Seismic or small, change is all around us

With technology and human ingenuity,
we can make change work for you
and your business.

Let there be change

accenture

Heritage Committee

Zoe Phillips
Freeman & Vice-Chairman
Heritage Committee

Exploring Marketors' Heritage, it gives me great pleasure to kick off a 'column' on behalf of the Heritage Committee in this issue.

The Heritage Committee consists of seven members. Headed up and chaired by John Wheen, our function is to preserve the history of the Company by collecting, annotating and cataloguing the written and visual records covering

all aspects of the Company's activities each year.

One of our first tasks was to understand what 'treasures', magnificent pieces of history, our Company owns. You may be surprised to learn that we have a fabulous collection of over 30 items – from loving cups, to busts and sterling silver punch bowls. At the Installation Dinner in March at the

wonderful Clothworkers' Hall, we set up a small selection on display.

It is our intention to tell you a little more about at least two items in each issue of *Marketor*. The two pieces I will cover in this issue are the Bowden Bust and the original loving cup presented by Past Master Tony Bellm.

The Bowden Bust



Reginald Bowden became Founder Master of the Guild of Marketors, serving from 1975 to 1978. On 14 April 1978, letters patent were presented to the Guild and it became a livery company.

The most valuable and recognisable item in the Company's collection is a bronze and white marble bust of the Founder Master. The bronze bust measures 44 cm high and the marble plinth is 15 cm high. The inscription on the plinth reads: 'Worshipful Company of Marketors, The Founder Master 1977, Walter Reginald Bowden F.Inst.M. Presented by John K. McPhie F.Inst.M., Junior Warden 1980'.

John McPhie was Master in 1983 and the bust was sculpted by his wife, Elsie McPhie.

The Bowden Bust is depicted from the neck up, in contrast to the majority of traditional busts which usually contain a section of the shoulders.

Silver Loving Cup, presented by Tony Bellm

The Company received its first loving cup in 1976. Typical of loving cups, it is a sterling silver two-handed cup with cover. It stands 42 cm high and was made by William Comyns & Sons in 1914. It is engraved:

'Presented to The Guild of Marketors by Tony Bellm on the occasion of their Dedication Dinner 1st April 1976'

Past Master Tony Bellm (Master 1979) was the Company's second Master, taking over from Reginald Bowden. He was the founder of a successful pharmaceutical business and had a passion for motor racing, competing for many years at Le Mans. Tony died in 2001 and is fondly remembered at the annual Tony Bellm Founders' Day luncheon for Past Masters and their Consorts or widows. Tony was National Chairman of the Institute of Marketing in the early 70s.



The hallmark of William Comyns & Sons can be traced back to the 17th century and, although the company no longer exists, the family has continued the tradition under the

brand name of 'Comyns', one of the oldest and most prestigious English Silversmiths.



Education & Knowledge Development Committee

Michael Lynch
Court Assistant and Chairman EKDC

Our committee has a purpose to support and encourage professional marketing education and training as well as encourage discussion and debate about professional marketing through knowledge development activities. Our focus is on four main areas and we committee members organise ourselves into working groups.

1. EDUCATION AND APPRENTICESHIPS

Education – we are currently supporting the London City Careers Festival planned for June 2022 which will include an in-person event at London Guildhall. We will have a stall to help provide information about marketing careers to students. We have provided in-person support for this event in previous years. Liveryman Dr Sunila Lobo is leading on our contribution plans for this in 2022; if you would like to get involved, please do contact her.

The Sheriffs' Challenge – in February this year Kim Watts, Debbie Pearson and Michael Lynch supported London Hammersmith Academy with their competition entry. The principle of the Sheriffs' Challenge is to give teams of year 12 students (Lower VI) in London schools an opportunity to develop their public speaking and 'Fusion Skills' that will prepare them for life and work.

Apprenticeships – there are currently marketing apprenticeships available for employers to use, ranging from equivalent 'GCSE' level up to Masters' degree level. Liveryman Dr Sunila Lobo is a member of the Trailblazer group reviewing existing L3 Digital Marketing apprenticeship standards and we were this year joined by Richard Goodwin and John Newcomb who bring a wealth of relevant expertise.

2. KNOWLEDGE DEVELOPMENT

Omaid Hiwaizi leads this committee working group. The focus here has been on generating, curating, distributing and promoting thought leadership blogs from Company members. Omaid and the team are eager for all members to

contribute blogs and you can read previously published blogs on the new Company website. Thought leadership blogs should be a personal perspective on an issue or insight and seek to provoke and stimulate a healthy debate. Please do send proposed thought leadership articles to Omaid.

3. EXTERNAL EVENTS

Our interest in this area is around identifying opportunities for the Marketors to participate in seminars, conferences and other events. This could involve speaking opportunities for members or attending virtually or in person. Most recently – led by Liveryman Mike Ricketts – we have also released a survey to identify books which members feel have been influential on their work and careers. As well as Mike Ricketts, the team of Kim Watts and Debbie Pearson are very much looking forward to sharing the survey results which should generate lively discussion and debate.

4. RESEARCH

We are committed to keeping research at the centre of professional marketing:



Which book has most influenced your work and career?

understanding customers and markets and generating actionable insights to help drive business performance. Freeman Dr Severina Cartwright leads this working group and is generously supported by Liveryman Professor Malcolm McDonald and Past Master Dr David Pearson as well as Court Assistant David Elmer. The working group has identified a range of research topics of specific interest to the Company and is pursuing ways in which the Company can identify and help advance, support and amplify research in these areas.

If anything in here sparks your interest, if you want to find out more, or if you want to get directly involved then please do get in touch with me or any of the committee members whose ongoing contributions are all very much appreciated.





VOTE FOR ANDREW MARSDEN ON JUNE 24

It has been confirmed that Past Master Andrew Marsden is the sole candidate for the position of Non-Aldermanic Sheriff in the upcoming Common Hall Elections on June 24. While this is great news, it is still important for Liverymen to actually come out and vote for him on the day. This is because the position of Non-Aldermanic Sheriff is the only senior officer for whom the Livery is allowed to vote without a recommendation. So, unlike the Lord Mayor and the Aldermanic Sheriff candidates who are recommended by the Court of Aldermen, the Non-Aldermanic Sheriff is the Livery's own choice. Therefore we need to demonstrate the strength of the Livery and vote for Andrew on June 24 as the person who has emerged as the popular choice among us.

Freeman Vladislav (Vlad) Dobrokhotov receives his Freedom of the City from City Remembrancer Paul Double, accompanied by the Master. If any Freeman wishes to progress to Liveryman, you need to gain your Freedom of the City first. To find out how to do this, please contact the Clerk.

Upcoming events

| | |
|-------------------------|--|
| Wednesday 18 May | Liveryman-only Dinner at Innholders' Hall |
| Wednesday 18 May | Clay Pigeon Inter-Livery Shoot, Holland & Holland |
| Saturday 21 May | Clay Pigeon Inter-Livery Shoot - New Freeman/Young Liverymen, Holland & Holland |
| Wednesday 25 May | Beating Retreat, Horse Guards Parade, with informal drinks before at Horse & Guardsman pub |
| Friday 24 June | Election of the Sheriffs, Guildhall, and Marketors' lunch, at a venue tbc |
| Tuesday 28 June | Northwest regional meeting of Marketors |
| Monday 4 July | Marketors' Inter-Livery Golf Day & Dinner, St Albans |

| | |
|------------------------------|--|
| Friday 15 July | Summer Party, HQS Wellington |
| Tuesday 13 September | Tri-livery event with the Stationers and the Information Technologists |
| Monday 19 September | Bowden Charter Dinner, Mansion House |
| Sunday 25 September | Annual Sheep Drive |
| Thursday 29 September | Election of the Lord Mayor, Guildhall |

The **Marketors' Tribe** events take place on the first Thursday of every month. For information on the June and July events, please contact Liveryman Laura Beccaria on laurafcbeccaria@outlook.com

Please check for updates on our website and book via the emails sent by the Clerk

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