



WORSHIPFUL
COMPANY *of*
MARKETORS

MARKETOR

ISSUE 93
SPRING 2023

Installation Dinner at Drapers' Hall

Six new Court Assistants

ChatGPT-generated article: what do you think?

Enjoy, Engage, Embrace

MARKETOR


SPRING 2023 ISSUE 93

The Livery Company Magazine
for Marketing Professionals

Contents

Editorial	2
Meet our new Deputy Clerk	2
The Master's column	3
Installation and Dinner at Drapers' Hall	4 - 5
New Treasurer	6
New Court Assistants	6 - 7
New Liverymen	8
How is the Marketors governed?	8
Meet the Master	10 - 11
Jailed and bailed in the Tower	12
The Sheriffs' and Recorder's Fund	12
The City Marshal	13
Tri-livery event	14
The Marketors' Tribe	15
Annual pancake races	15
An evening at the Water Rats	16
Quiz	16
The Marketors' Charity Grants programme	18 - 19
AI in marketing	20
What's in a name?	21
Awards Committee	22
Court Nominations Committee	23
Education & Knowledge Development Committee	24
Fellowship Committee	26
Law & Marketing Committee	27
Livery Committee	28
Membership Committee	29
Armed Forces & Cadets Committee	30
St Bride's	30 - 31
Obituary: Past Master Tom Corrigan	30 - 31
Events diary	32

Front cover image and Installation photos
by Harry Pseftoudis. Others by Ben Fisher and
members of the Company.

 Follow us @marketors

Marketor is printed on
wood-free and triple
coated silk paper,
from a mixture of
materials from FSC®
certified forests, and
recycled materials.
This paper is certified ECF (Elemental Chlorine Free).



Editorial

Carole Seawert
Editor and Court Assistant



This is the first edition of Marketor since Dr Glyn Cartwright took over as the new Master at the end of January. In this issue, in addition to his Master's Column on the facing page, you will see stories about his Installation Ceremony and Dinner, as well as a 'Getting to Know You' interview and a piece about his recent doctorate thesis. As you will read, the Master's theme for this

year is 'Enjoy, Engage, Embrace'.

A first for Marketor, on page 20 we feature an article generated by ChatGPT. Not a word has been changed, not even the American spelling. I'd be interested to know what you think.

We have our customary round up of the recent activities and forthcoming initiatives for our various committees who, as usual, have been extremely hard-working. Also in this issue are the results of the Marketors' Charity Grants programme. This year, the total value of grants awarded was £30,000, enabling six smaller charities to run marketing campaigns they may otherwise lack the funds to do. Read about the winners on pages 18 and 19.

Meet our new Deputy Clerk

Welcome to Suzie Rendle who is our new Deputy Clerk. Suzie was born in Trinidad and grew up in Aden and Australia. She had her own business in Soho and then moved to Sydney for 10 years, working in agencies and design studios as an art director/copywriter. She returned to London in 2000 to continue at JWT London.

She left the agency world in 2009 and joined DigitalTheatre.com, initially as Operations Manager and then was promoted to General Manager/Head of Operations in 2011. DigitalTheatre.com filmed and uploaded West End and similar productions to the internet for purchase and download and was considered to be a pioneer of filmed theatre.

The company was supported by an investment of £4M, and her role involved employing and managing 25 staff, assisting on production and legal contracting, including financial and operational strategic planning. She completed a Diploma in HR during this time, and wrote all company policies and the company handbook.



Suzie was a co-producer on the award-winning Stones feature film (see www.stonesmovie.com) and she volunteered at the Chelsea and Westminster Hospital during the pandemic and continues to do so when she can.

She completed a seven month contract at the Worshipful Company of Bakers in 2022 and started at the Marketors in November 2022 as a freelance contractor assisting the Clerk. She joined as Deputy Clerk in January 2023 on a two-day-a-week basis and is looking forward to getting to know members of the WCM. You can connect with her on LinkedIn at <https://www.linkedin.com/in/suzie-rendle>

The Master's Column

Dr Glyn Cartwright
Master

Besides being a great privilege, I found my installation at Drapers' Hall a thoroughly enjoyable evening.

What gave me greatest pleasure was to see, and more importantly, feel the electric atmosphere within the room. And with the stirrup cup after dinner, the evening was complete.

The installation evening got my next 12 months off to a tremendous start as it is focused on us all enjoying our year. As I highlighted at the dinner, my theme for the year is the three Es.

They are: Enjoy, Engage, Embrace.

I want us to **enjoy** everything that we do and, in so doing, hopefully do a better job. I would like us to **engage** more, both us as a company, but more importantly, you as a fellow Marketor. We are overlaying our great events with lower cost fellowship-orientated



The Master



WORSHIPFUL
COMPANY of
MARKETORS



activities that you will have already seen information on. You will be receiving more notifications of activities on a weekly basis. We are aiming to vary the type of events we will be organising.

These events provide us all with an opportunity to meet more of the people in the great network of fellowship that we have within our organisation.

But it's not just about engaging socially. We also want you to engage more with our charitable activities. Even if it's only to help with one event or one Outreach or Mentoring activity, your help and involvement will be much appreciated.

More importantly, we want you to tell us what you want from your membership and, indeed, suggest ideas on how we can improve what we do and what new initiatives we can take.

We are looking to work more closely this year with other marketing organisations. We also want to develop regional events throughout

the UK in order to offer more opportunities to interact within our organisation and with other marketing professionals. With this in mind we would like you to bring a friend to any of our events to enable them to see just what the Worshipful Company of Marketors has to offer.

To help facilitate this, we held our Common Hall in February, and are having a drop-in event one evening every month, which many of the Master & Warden team will seek to attend.

And finally, I want us to **embrace**, not only all the great work we do through our committees and through our Trust, but also to embrace the strength of our fellowship.

This is your organisation, and we would love to hear any ideas or suggestions that you have.

I am thoroughly enjoying my year so far and hope to see as many of you as possible between now and the end of January next year.

Guest speaker Liveryman Professor Malcolm McDonald



Installation Dinner at Drapers' Hall

Jim Surguy
Past Master

Drapers' Hall is one of the most beautiful and historic halls in the City and it was here, on 26 January, that the Company held the first Great Event of the year: the Installation Dinner for Dr Glyn Cartwright, our new Master. The Drapers, with over 600 years of history, are number three in the order of precedence and have had a hall on the same site since 1543. The current hall in all its magnificence is more recent: 1772.

Before dinner there was a very full Ceremonial Court where the new Master was installed by the outgoing Master Dr Trevor Brignall and the new Wardens were also installed. This was followed by the installation of our new Deputy Clerk Suzie Rendle and our new Treasurer David Elmer. Next six new Court Assistants were admitted, followed by the clothing of two new Liverymen.





The Swordbearer, Liveryman Peter Rees, leads the top table party into dinner



Left to right: Mark Spofforth OBE Chairman of the Financial Services Group, Von Spofforth, the Master, Alderman Bronek Masojada, Alderman Alex Barr

We then moved up the beautiful marble pillared staircase past the immaculate St Dunstan's Carpet Guard to enjoy a champagne reception in the stunning Drawing Room.

After this, we were ushered into one of the most gracious rooms in the City. Here, under the pictorial gaze of a great many monarchs (four have been members of Drapers, including the late Queen) we were served with a quite delicious three course dinner with matching wines. With many illustrious guests, who were welcomed by the Senior Warden, it was our own Liveryman Professor Malcolm McDonald who gave the principal after dinner speech. In his witty address, Malcolm stressed the important role that marketing has in creating and adding value. He spoke about value, not just in terms of financial costs and benefits, but in the different value created for all stakeholders – customers, employees and shareholders.

Our new Master brought the official part of the evening to a close with a speech that centred on the 3 Es: Enjoy, Engage, Embrace. As he explained, this means **enjoying** the year; **engaging** – with more lower cost events, more regional events and more connection with other marketing organisations; and **embracing** – through Fellowship and our charitable works.

A wonderful evening ended with a traditional stirrup cup where the sociability of the Marketors was greatly in evidence.



Left to right: Chris Searle Master Distiller, Senior Warden, Gary Dixon Master Entrepreneur, Stephen Gilbert Master Plaisterer, the Master, Rev Canon Dr Alison Joyce, Middle Warden, Martyn Vander Meyer Senior Warden of the Merchant Adventurers of York, Junior Warden, Philip Thomas Master Scientific Instrument Maker, Dame Julie Kenny DBE DL Master of the Cutlers of Sheffield



The new Master and Wardens were installed at the Ceremonial Court. Left to right: Senior Warden Diana Tombs, the Master Dr Glyn Cartwright, Middle Warden Professor Ian Ryder, Junior Warden Julian Boulding

New Treasurer

David ELMER

After a few years working for Spillers Foods in Petfood Marketing, David moved to Unilever in the UK and worked for the next 20 years creating exciting new brands for Birds Eye and Wall's Ice Cream and was responsible among other things for the development of Magnum Ice Cream. His last UK role was SVP Foods for the South Asia and Latin American Regions, where he was responsible for 22 food businesses across tea, ice cream, margarine, cheese, tomato products and frozen foods. He then moved to Latin America where he worked for 21 years, latterly as the regional director of Del Monte Foods, living in Venezuela, Argentina and Mexico and developing a taste for all things Latino. Currently he is Executive Chairman of Capsicana, a dynamic food start up, helping you create meals at home with a sensational fresh Latin vibe.

David joined the Marketors in 2018 on his return to the UK and became a Court Assistant in 2021. He has served as Chairman of the Livery Committee, Vice Chairman (Army) of the AFCC and a member of the Education & Knowledge Development Committee.



New Court Assistants



Martin ASHTON

Martin Ashton is the Head of Client Relationships for trade at the international law firm, Clyde & Co. Over the last 18 years, he has worked for some of the largest legal firms in the world and successfully managed the key client relationships of some of the biggest global companies. Clients include Barclays, Goldman Sachs, Nomura, Glencore, Saudi Aramco

and Wizz Air. He has had experience of working with law firms in the UK, Asia and Australia where he has had responsibility for creating and embedding a relationship management culture.

Martin joined the Marketors in 2016 and became a Liveryman in 2017. He chaired the Events committee for two years and contributed to the Membership and Law & Marketing committees. He now chairs the Fellowship Committee.

Laura BECCARIA

Laura Beccaria is a brand-obsessed, commercially-driven marketer on a mission to shape the world for good. She forged her career agency-side, before founding integrated marketing agency Perq Studio in 2017, where she built agile strategies and creatives for brands including Ballymore, Condé Nast, Mars Inc, Shelter and Squires Garden Centres. In 2022 Laura pivoted her career client-side, taking on a role in Global Digital Transformation at Mars Inc.

where she also leads Women of Digital Mars, an Associate Resource Group committed to bringing more female leadership into tech.

Laura joined the Marketors in 2017, progressing to Liveryman in 2018. She has contributed to several committees including Comms & PR, Events, Heritage and Education & Knowledge Development. In 2018 she founded the Marketors' Tribe, a community formed to promote the wider involvement of our younger members and those currently active in the marketing profession.



New Court Assistants

Annie BROOKS

After 20 years, Annie has recently stepped back from running her own businesses in marketing, branding and business services. She joined the Company in 2011 and became a Liveryman the following year. In 2016 she joined the Court, serving for three years. In her 12 years with the WCM, she has been on various committees, including Comms &

PR (where she was Assistant Editor for Marketor magazine), Outreach, Fellowship, Livery and Court Nominations.

She was Secretary of the Events Committee for three years before chairing it for two years. She also chaired Membership for one year and this year is Deputy Chairman to Dr Annmarie Hanlon. She lives in Eastbourne and is Vice Commodore of Sovereign Harbour Yacht Club.



Dr Annmarie HANLON

Dr Annmarie Hanlon is a Senior Lecturer, author and consultant in digital marketing at the Cranfield School of Management. As an early adopter, working in 'online marketing' since 1990, she has led digital marketing strategy and planning projects in sectors including legal and financial, software and IT, health and manufacturing. Her digital marketing textbooks are adopted

in nearly 30 countries by over 100 universities.

Annmarie won the Worshipful Company of Marketors prize for the best worldwide results for the CIM postgraduate diploma in 1991 and joined the Marketors in 2010. In 2012 she gained livery and in 2014 was awarded the Mais Scholarship. Annmarie has contributed to several committees including Events, Comms & PR, and Awards. She now chairs the Membership committee.

John JEFFCOCK

John Jeffcock is CEO of the award-winning C-Suite network business Winmark. He has oversight of 16 C-Suite networks across 20 countries. He has an MA and MBA and sits on advisory boards for UEL, CMI and UKILP. He is a former Captain in the Coldstream Guards, was decorated for distinguished service, first Gulf War, and he later ran the Northern Cordon around Sarajevo for the UN,

during the war in Bosnia. In 2020 he published a book on the C-Suite with Bloomsbury. *The Suite Spot* is described as 'coolly analytical' by the BBC and 'indispensable' by the CIPD.

John joined the Marketors in 2015, progressing to Liveryman in 2016. He has served on the Marketing & Law Committee and the Membership Committee and has recently joined the Mentoring Committee.



Susan RAWLINSON

Susan is a director at Carrick International Holdings, a small family office. Susan began her career as a currency option trader in Johannesburg, moving to Tokyo and then Singapore where she worked for a financial software company. After the company was sold, she established a crisis PR agency,

consulting for multi-nationals such as Bank of America, Singapore Airlines and Jones Lang LaSalle.

Susan returned to London in 2016, joining the Marketors the same year and becoming a Liveryman in 2017. She has been active on many committees, this year she serves on the Fellowship, Comms & PR and the Armed Forces and Cadets Committee.

New Liverymen

Michael GOTTLIEB

Michael is a veteran of the entertainment industry, with over 30 years' experience. He has worked for a number of global companies, including Warner Bros. Consumer Products, and has established key marketing partnerships with Walkers Crisps, Marks and Spencer, Tesco, Primark and Penguin Books, to name a few.

Michael believes music has the power to stir emotions and bring products to life. With his company, Sunny Side Up Consulting, he represents music publishers and

develops new ideas. His articles relating to music have been published in Marketing Week, Music Week and *Marketor* magazine.

Some of his recent campaigns have included musical Christmas jumpers for Primark playing *Santa Baby* and *I Wish It Could Be Christmas Every Day* as well as a range of *Sweet Caroline* T shirts for Tesco to tie in with the World Cup.

Michael joined the Marketors in 2019 and sits on the Events and Comms & PR Committees. He is married with three children and a Lakeland terrier.



Professor Sarah TURNBULL PhD, MBA, MSc, FCIM, DipM, FHEA

Sarah Turnbull is a Professor of Marketing at the University of Portsmouth. She has written five books on marketing communications, including her co-authored book *Marketing Communications: fame, influencers and agility* (2023) which is the leading marketing communications textbook for undergraduate and postgraduate marketing courses

in the United Kingdom. She has published over 80 papers, books, articles and cases.

Sarah has an advertising agency background and led the Emirates account in Dubai for eight years. She is Head Examiner for the professional advertising body, the Institute of Practitioners in Advertising, and is a Fellow of the Chartered Institute of Marketing. Since joining the Marketors in 2019, Sarah has contributed to the Awards Committee where she currently has the role of Secretary.

How is the Marketors governed?

The Worshipful Company of Marketors is neither a company nor a charity; it is incorporated by Royal Charter, granted by the Sovereign. This, together with our By-Laws, define our objectives, constitution and how we govern our affairs. These can only be amended by consent of the Privy Council. Our Ordinances, last updated in 2014, include more information about members and the Court as the governing body. These documents are available to download from our website.

New policies and procedures

Court approved in November a **new Policies & Procedures document** which details how the Company operates on a day-to-day basis. This is available to download from the members'

area of our website under the tab Company-governance (you'll need to log in).

This document also includes a large number of Appendices covering Terms of Reference for our various committees, the role of Court, the Master & Wardens committee, the role and duties of various Honorary appointments and other information about the Company. If you wish to access any of these, please email the Clerk who will invite you to share the relevant Dropbox folder.

Updated guidelines and templates

We have recently updated the **WCM Brand Guidelines** and the **WCM Writing Style Guide** (with thanks to Carole Seawert for the latter) and also (thanks to Laura

Beccaria) we now also have a brand new **WCM PowerPoint template** and a **WCM Company slide deck**, which committees or any member representing the Company can use. These are all available to download from the members' area of the website, or email the Senior Warden dianatombs@icloud.com.



Above & Beyond

for every client

An independent wealth management group providing tailored solutions for UK and international clients.

Nicola Barber would be delighted to have a further conversation on

+44 (0) 20 3817 3391

or NBarber@jameshambro.com

**James Hambro
& Partners**

The value of an investment and the income from it can go down as well as up and investors may not get back the amount invested.

James Hambro & Partners LLP is an independently owned private asset management partnership authorised and regulated by the Financial Conduct Authority and is an SEC Registered Investment Adviser. Registered office: 45 Pall Mall, London, SW1Y 5JG.

Face-to-face with Dr Glyn Cartwright

Professor Ian Ryder
Middle Warden

Glyn is a true, tell-it-like-it-is Yorkshire lad! Straightforward, open and friendly, and a highly successful businessman with a background in some big, blue-chip companies followed by creating his own little empire of several companies during the last 20 years.

Dr Glyn also has drive, determination and commitment in spades, as he showed by studying for his doctorate through six of the last eight years.

Our Master is easy to chat with, a good listener and likes to get things done, so I thought I would ask him some questions to help us all understand the reality behind the fur gown...

Three years is a long runway to the top – how does it feel?

In life, I learned that everything worth having takes longer to achieve than you ever think but it feels fantastic.

What impact would you like to have on the Livery and the City?

I believe our Company is still one of the best kept secrets in the marketing industry. I would like to raise its profile to the wider marketing community. As for the City, helping to facilitate better understanding throughout the UK as to exactly what the City does in promoting UK plc. Overriding all of this, I want our members to enjoy everything they do and celebrate the success we achieve.

What are you most proud of?

Katrina and I are most proud of the type of people our children and grandchildren have become. They are hard-working and successful in whatever they do, but also caring and respectful of those around them. For the Company, what makes me proud is the difference we have made helping others we have engaged

with, through either the Trust or our Outreach programme. And I am proud to have been able to create such great fellowship with very special like-minded people.

What is your greatest passion?

As reflected in my doctoral studies (see page 11), helping SMEs develop a sustainable business that gives them the satisfaction they are seeking, and assists UK plc to become more successful.

Favourite pastime?

I have always enjoyed and participated in many sports to a reasonable standard, but my true passion is travel. I love to see different countries and experience different cultures.

The world is about to end – how and where would you spend it?

With my family around me, on a beautiful beach in Thailand, which

is the calmest and most relaxing country we have ever experienced.

What makes you laugh / angry?

Lots of things make me laugh, most of all it is the sharing of real-life stories of others' experiences. What should make me angry, but doesn't, is people that take themselves too seriously, and show lack of consideration for others.

One wish – what would it be?

For the world to reflect the views and desires of the majority, who are mostly kind and caring people.

One piece of advice for a young marketing professional?

There are no shortcuts to success. Never view failure as a setback, but a step forward in your search for success. Ideally find a mentor, who you can talk openly to, and listen to their counselling.

How would you like to be remembered after your year as Master?

My sincere desire is for our members to reflect on my year as one in which we had fun and made a difference!



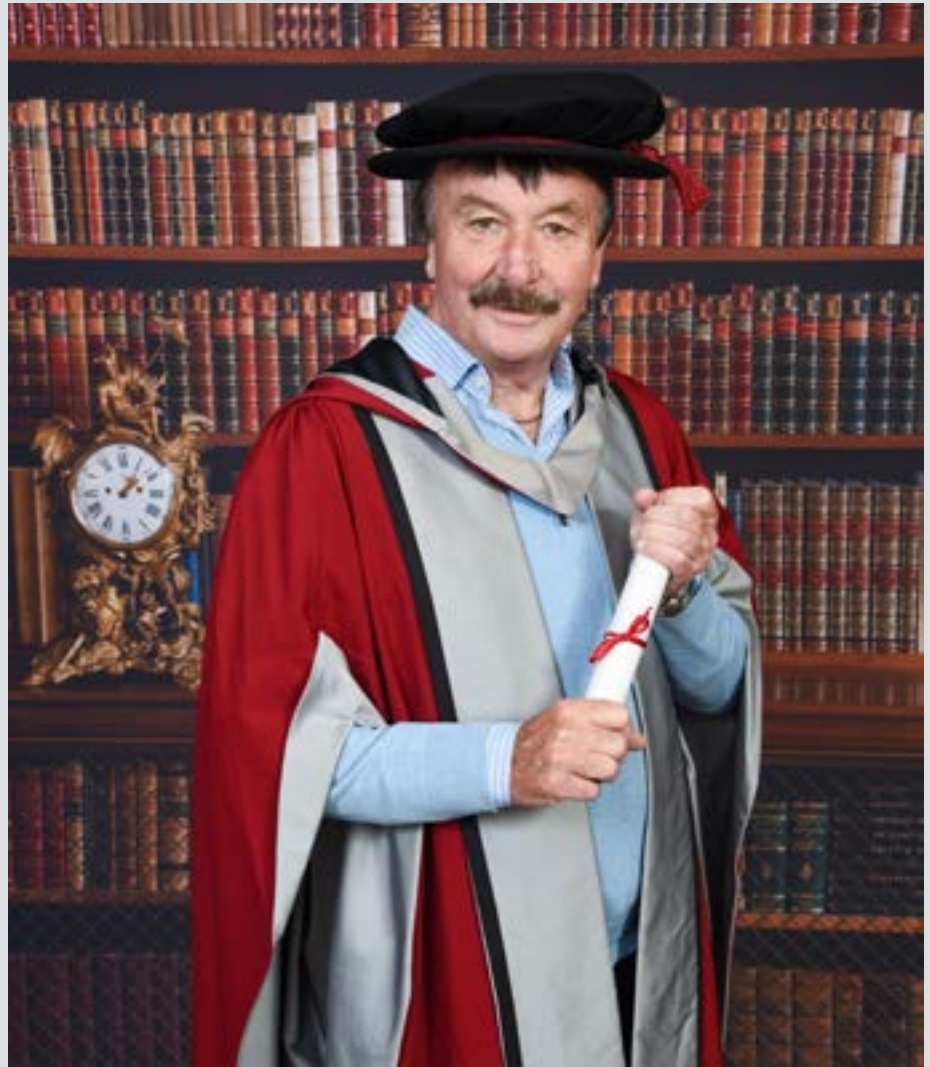
SME business development programmes: a review of the Master's thesis

Dr David Pearson
Past Master

The Master, Dr Glyn Cartwright, recently received the degree of Doctor of Business Administration from Sheffield Hallam University. He invited me to read his thesis which was, at 286 A4 pages, a quite daunting task. However I found it so interesting that I actually read it in just two sessions. The objective of his research was to explore SME business training programmes to identify the "trigger point/s" that stimulate SME leaders to take action within their business. SME development programmes run by Erasmus, UKCES and European Region Funding and the participant SME leaders on these programmes were the focus of this research.

Glyn has significant relevant experience and has established his own small group of SMEs in the construction and business consulting industries and remains a major shareholder in five of his businesses. He is passionate about his own self development and completed his MBA with the Open University in 1985 and has lectured MBA students summer school for the Open University. More recently he supervised and examined MBA and MSc students for the University of Sheffield. Via one of his consultancy businesses he has been lead author of an Erasmus-funded 'EBGC' programme, a UKCES funded 'LEAD' programme and a European Regional funded 'Start up Accelerator' programme, all experimental programmes targeted at stimulating SME leaders to take action.

In developing his thesis he read a huge volume of relevant academic research into this area covering over 40 years. He then conducted his own primary research with individual SME leaders. His overall conclusion is that there is a big gap between the needs of SMEs and the abilities of most business schools to meet those needs. SMEs are a very important part of the UK economy, employing over 50% of jobs in the



private sector but they also have a very high failure rate. 30% of new start-ups will fail within five years, so there is a clear opportunity for business schools to help these SMEs achieve viability by following good practice. Glyn does not seek to fully understand in this research what is the reason why the business schools are not more successful in this space. However observations from some of the individuals with whom he conducted research are that most of the time they are being taught by academics who lack their own practical experience.

SME leaders must be able to quickly see that the business development programmes they attend are

relevant to them and that their investment in time taken out of their businesses to attend will help them to achieve their personal and business objectives. Case studies need to be based on other SMEs' businesses rather than the focus being on large corporate organisations which face very different challenges. SME leaders must also be active participants during the discussions and not just be talked at in order to help them recognise the relevance and practical use of these models and concepts in their own businesses.

Overall I found this thesis of very high quality and my already high impression of Glyn went even higher.

Jailed and bailed in the Tower

Dr Glyn Cartwright
Master

The jailed and bailed event in February was a truly unique experience. After being welcomed at the Old Bailey, I was escorted into number 4 court room.

The judge for the day was Aldermanic Sheriff Alistair King. There were 30 Masters from various livery companies. The judge read out charges that were specific to each Master's personal background and experiences.

I have a very strong feeling that the judge was briefed about my background from our Immediate Past Master. The charges read out were so hideous that I almost didn't recognise myself.

After considering the matter for quite a long time (around two seconds), the judge found me guilty, and I was to be removed from the court in ball and chain and taken to the Tower of London.

All the other Masters were tried in a similar way and, in fact, I was pleased to be the final Master charged.

We were taken to the Tower in a London bus with the destination board showing 'Jailed and Bailed'. However, the driver got lost and our journey there took over 35 minutes.

On arrival at the Tower, we were met by Beefeaters and escorted

through the tower gates to a cell, to be fed bread and water. (This actually was a banqueting suite and wine and beef were served.)

We were not released until each of our companies had paid the bail money, to be donated to the Lord Mayor's Red Cross Charity. I am delighted to say that The Marketors' Trust managed to donate over £1,200 to this well-deserving cause.

And in line with my 3 Es theme, I **enjoyed** this very much, **engaged** with the tradition and **embraced** the experience and the good we did by donating to this great charity.

The Sheriffs' and Recorder's Fund

Dr Trevor Brignall
Immediate Past Master
& AIM One Chairman

The Sheriffs' & Recorder's Fund was born in the exciting days of social progress at the beginning of the 19th century. It was the horrors of Newgate Prison, where prisoners had to pay for their own food and children lived with their condemned parents in filth and fear, which stirred the Sheriffs of the City of London into action.

The Fund provided grants to enable prisoners and their destitute dependants to buy food, clothing, footwear, coal and candles. It was a remarkable philanthropic venture, way ahead of its time.

Two hundred years on, the Fund's mission is remarkably similar: training, tools, equipment and clothing to help ex-offenders find their feet and a way forward.

The prison population has risen by 77% in the last 30 years. England and Wales have the highest imprisonment rate in Western Europe. At the critical time of their

release, prisoners receive just £46 – a sum unchanged since 1997 (with inflation, the equivalent today is £83). Lacking money, education, a job, a stable family and a home, over 70% re-offend. The Sheriffs' and Recorder's Fund helps to break this vicious circle.

The Fund is chaired by Lady Russell. The two City of London Sheriffs and the Recorder of London are its

Presidents and Vice-President.

Every year, the Sheriffs organise innovative fund-raising activities to add to the donations from livery companies and City organisations. Individual Marketors are encouraged to attend these events and to support Sheriff Marsden (Past Master Andrew) to raise funds for this worthy cause during his Shrieval year.



Oscar-winning actor Jim Broadbent was part of the Q&A panel after a special screening of *The Duke* at the Barbican cinema in February, in aid of the Sheriffs' and Recorder's Fund. L to r: Jim Broadbent, Dame Linda Dobbs DBE, and screenwriters Clive Coleman and Richard Bean. Photo: Ben Broomfield Photography

The City Marshal

Raoul Pinnell
Liveryman

Continuing our occasional series that shines the spotlight on various roles within the City, we look at the responsibilities of the City Marshal and interview the present incumbent of that position, Philip Jordan QVM.

Philip Jordan was appointed nine years ago to assist the Lord Mayor as Senior Programme Manager and to be the City Marshal of the City of London. He is based at Mansion House.

Philip is a Londoner brought up in North London. After Bristol University he returned to London and joined the Metropolitan Police and had a distinguished career including security reviews for the UK Government, United Nations and the Commonwealth Secretariat. He also led the protection operation for the London 2012 Olympic and Paralympic Games, including VIP protection. He was honoured by our late Queen Elizabeth II with the QPM (Queen's Police Medal) in 2014.

During his career he continued to study gaining an MA in Police Studies at Exeter and an MBA (Master of Business Administration) at the Open University and became a fellow of the Chartered Management Institute.

All of this has stood him in good stead in supporting the Lord Mayor's programme of activities in the UK and abroad, including the Lord Mayor's ambassadorial role associated with the nation's financial and professional services.

The Lord Mayor's peacekeeper

Philip also performs the ceremonial role of the City Marshal of the City of London. Its origins date back to Elizabeth I who, in 1595, gave powers to the Marshal to maintain order in the City. In 1839 Parliament passed the responsibilities to a newly-formed police service. However, he remains the Lord Mayor's peacekeeper and as such 'clears the way' by marshalling civic processions and 'calls the names of members thereof in their proper order'. He also represents

the Lord Mayor at the Entry of Troops. He challenges, then escorts, those regiments honoured to be allowed to exercise their privilege to march through the City 'with drums beating, bayonets fixed and colours flying'.

Straddling the past, the present and the future

What he enjoys most about the role is the sheer range and scale of the 'tapestry of engagements' that he is involved in on a typical day. He can meet diplomats, ministers, FTSE 100 leaders, and then change into his ceremonial dress to meet foreign dignitaries.

He sees the City as a place that emerges stronger from crises. He reminds one how after the Fire

of London in 1666, the insurance market emerged so that people in the future would not have to suffer such personal loss. In the recent pandemic, a task force in Mansion House quickly adapted to Zoom and meetings were held virtually with contacts in far flung places such as New Zealand.

A particular highlight of his work has been the privilege of being able to make a contribution to the planning of both our late Queen's Funeral and the Proclamation of the new King at the Royal Exchange.

He continues to live in London with his family and enjoys quiet walks around the City marvelling at its history alongside its modern thrust of which both he is, of course, now a part.



The panellists at the Tri-livery event were, from left to right:
Dr Lynne Colgan, Ian Comley, Jane Barrett, Dr Kate Stone, Charles King



How the virtual world is shaping the real world

Omaid Hiwaizi
Liveryman

At this year's Tri-livery event we were entertained with a thoughtful and varied discussion on the real impact of technology in the everyday world. The event had been postponed from September 2022 due to the passing of the Queen. When the day came round in January 2023, there was quite a hubbub, as over 100 attendees filled Stationers' Hall. The event was chaired by Jane Barrett from Reuters with panellists Dr Lynne Colgan from NCR, Ian Comley from Industrial Light and Magic, Charles King from ROVR Systems and Dr Kate Stone from Novalia.

This eighth Tri-livery event was opened by Master Stationer Moira Sleight, who celebrated the companies being back together in person, especially as Stationers' Hall had been closed for two years for renovation. Past Master Information Technologist Alistair Fulton then complimented the committee in creating this interesting theme and assembling a great panel who would speak from many different angles.

Latest developments

Chair Jane Barrett kicked off by highlighting the arrival of ChatGPT, developments in the Metaverse, new investments in tech, as well as job cuts.

NCR's Dr Lynne Colgan opened with a discussion on how

technology helps retailers transform their physical stores: from the rise of self-checkout, outsourced shopping (via third party delivery services), mobile checkout, RFID (chips attached to products) and AI image recognition, to just-walk-out technology (Amazon Fresh and Tesco GetGo). Retailers' key objective is to take friction out of the shopping journey, while allowing them to maintain some control.

Immersive experiences

Next spoke Charles King from ROVR systems, whose virtual reality technology allows older people in care settings to have immersive 360 degree experiences. These activities encourage them to move their limbs, exercise and keep mobile by going for VR walks – perhaps even having a shared experience with a friend in a different care location. Importantly, this repetitive exercise supports rehabilitation.

Novalia's Dr Kate Stone then asked: "What if everyday objects could become a little magical, interconnected?" Their idea is to create sentient objects, objects which can feel. She demonstrated an interactive poster, a pop-up book made for Ikea, an album where the sleeve functions as a Bluetooth "scratch" deck and a museum guide book which speaks in different languages.

ABBA Voyage

The last speaker was Ian Comley from Industrial Light and Magic, the creators of the ABBA Voyage experience. Working closely with the band, they created the ABBA Arena to deliver a concert experience with digital projections of the band in their 1979 image. Now in their 70s, members of the band couldn't tour as they could before, so the brief was to create a 90 minute experience where the audience felt they were experiencing a real concert. The band members recreated a 1979 performance, acting out their body motion and facial movements wearing special motion capture outfits. They then built a custom arena – designed to blur the boundaries between the physical and virtual.

Then followed wide ranging questions from the audience, starting with the tricky question of how to measure whether the technology actually does good, the benefits of shared experiences, the use of data collected, the pros and cons of deep fakes, the impact of the pandemic, 5G roll out and how new technology affects children.

The evening was closed by Dr Glyn Cartwright, then Senior Warden of the Marketors who made insightful observations on each of the speakers. Discussion followed over a sumptuous buffet and drinks.

Bringing together the future leaders of the Company

Laura Beccaria
Court Assistant

The Marketors' Tribe is a vibrant community of Marketors, formed to promote the wider involvement of our younger members and those currently active in the marketing profession. Part of the Fellowship Committee, our aim is to foster a deep sense of community through a mix of social, cultural and professional events.

Our year got off to a great start with drinks at the National Liberal Club,



Members of the Tribe, left to right: Laura Beccaria, Tim Keen, Martin Ashton, Faizal Gara, Fergus Naughton, Serafino Manca

which we have set as our haunt for 2023, and a speed networking event. As we continue to celebrate our Master's theme of Enjoy, Engage, Embrace, we would be delighted to welcome you at future meet-ups. These include:

- 8 June: Corporate Partner event (venue TBC)
 - 7 September: Drinks @ National Liberal Club
 - 1 November: Corporate Partner event (venue TBC)
 - 1 December: Cultural outing & drinks
- Alongside our get-togethers, members also enjoy frequent

exchanges in a private WhatsApp group, swapping ideas on different marketing topics and sharing news or photos of the numerous Company events we have enjoyed.

Freeman Matt Antos-Lewis, who joined in 2022, says, "The Marketors' Tribe has offered a wonderful chance to get to know my fellow Company members in a more relaxed, informal environment. More than just an opportunity to network or talk shop, this community is about spending time with like-minded professionals, with whom you share a commitment to better both our trade, and our wider community. I highly recommend getting involved."

To join our mailing list and WhatsApp group, please contact Court Assistant Laura Beccaria laurafbeccaria@outlook.com

Annual pancake races show the flip side of the livery

Simon Leadbetter
Liveryman

It was the annual Shrove Tuesday race of a lifetime! Teams from the livery companies, the Mansion House, Guildhall and the Old Bailey gathered in Guildhall Yard to compete for glory – dressed in their finest regalia mixed with some rather wild costumes.

As in previous years, there were four groups and multiple heats per group. The groups were The Masters, The Liverymen, The Ladies, and the Novelty Race. Representing the Marketors in this 19th annual race were Master Dr Glyn Cartwright, Liveryman Neil Buckley, and Liveryman and Novelty runner Simon Leadbetter.

The Master ran in his full regalia and robes. In contrast, Leadbetter had come as the 'Shakespeare of Advertising, The Greatest Showman', PT Barnum, to reflect the Company's marketing mission and

this year's theme of 'enjoy, engage, embrace'.

After some pancake day 'jokes' from Non-Aldermanic Sheriff and Marketor Andrew Marsden, the races began with a loud cannon shot reverberating around the square.

There were fierce battles, pancakes were dropped, and people fell over in their haste to finish. No one was injured. Some very puzzled-looking tourists wandered into the square. A few builders on Wren's St Lawrence's rooftop took an extended tea break to watch the heats.

The winners took home bragging rights AND a unique frying pan trophy. All proceeds went towards the Lord Mayor's Charities.

Neil Buckley, our Liveryman heat racer, said: "After only being in the Marketors for a couple of months, I found meeting other Worshipful Companies and Guilds a lot of fun." The Master said: "I decided to come last in my heat to motivate the team, knowing they couldn't do worse."



Left to right: Kevin Harris, Conor Gunn, The Master, Simon Leadbetter, Neil Buckley

An evening at the Water Rats

Dr Glyn Cartwright
Master



Our first lower-cost, fellowship-orientated night of the year took place on 9 March at the Water Rats in King's Cross.

This is where Bob Dylan first played outside the USA in 1962. And where Katy Perry played two weeks after her first number one hit, *I Kissed a Girl*, to an audience of 40 people – because that's all the pub could accommodate. But there were over 1,000 people outside.

Twenty of our members and guests joined us to celebrate the venue and enjoy a 1960s finger buffet.

There was a great mix of those attending: Master, Warden, Treasurer, members, guests – and even a Warden from the Furniture Makers.

The night was about fellowship but, to ensure the atmosphere was in keeping, there was a big screen,

showing and playing performances by some of the great stars who have played there.

And of course, as there was a 1960s theme to the night, the buffet included pineapple and cheese on sticks, sausage rolls and traditional British sandwiches! Those who didn't come, you don't know what you missed!

It was a great night. We had booked the room from 6.30pm to 8.30pm but were asked to leave at 9.30! That says it all.

Thanks to those members and guests who came. To everyone else: 'watch this space' for the next event.

Quiz

Test your knowledge of the City with this mini quiz. Answers at the foot of the page.

1. How many livery halls are there in the City?
2. Who acts as the Lord Mayor's bodyguards?



3. How many ravens are there in the Tower of London?
4. Which is the oldest livery company? (Hint: not the Mercers)
5. When was the City of London Police formed?
6. Where do the City of London Sea Cadets have their base?
7. What Roman archaeological discovery was made under the Guildhall Courtyard in the 1980s?
8. What is currently the tallest building in the City?
9. Who was the first woman Lord Mayor?



10. Who wrote Scipio – the regimental slow march to which we clap in the top table party at our dinners?

Answers: 1. 39 as the Carmen and Architects now have halls; or 42 if you count HQS Wellington, Glaziers' Hall on the south side of London Bridge, and Gunmakers' Hall (also outside the City limits); 2. The Pikemen and Musketeers of the Honourable Artillery Company; 3. Seven – the required six plus one spare. Their names are Jubilee, Horns, Rocky, Ern, Poppy and Merlin; 4. The Weavers – the Weavers' Guild was granted a charter by King Henry II in 1155; 5. The London City Police was officially formed in 1832, before becoming the City of London Police with the passing of the City of London Police Act 1839; 6. HMS Belfast near Tower Bridge; 7. An amphitheatre – its oval perimeter is marked in Guildhall Yard by a band of dark stone; 8. 22 Bishopsgate. Built in 2019, it has 62 floors and is 278 metres (912 ft) high; 9. Dorothy Mary Donaldson, Baroness Donaldson of Lynton GBE DStJ in 1983-84; 10. Sir George Frederic Handel – taken from his 1725 opera The Mercy of Scipio, which was based on the life of the Roman General Scipio Africanus.

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

It's time to repair our relationship with digital.

*Virtualization
and the New Era
of Growth*

Download
the report



The Marketors' Charity Grants programme makes its second annual awards

Chloe Webb
Liveryman & Trustee

In early January, the Company announced the recipients of its annual grants programme. The charities **Been There** and **Sutton Night Watch** were awarded the top grants of £10,000. **Abbotshall Healthy Lifestyle Centre**, **The Pelvic Partnership**, **Surrey Search and Rescue** and **United African Association** were each awarded £2,500. Funded by The Marketors' Trust, and supported by the Outreach committee which offers all the winning charities pro bono support, the programme inspires and enables smaller charities to run marketing campaigns they may otherwise lack the funds to do.

Top grants of £10,000



Awarded one of the two £10,000 grants was Been There for the campaign #BeenThereForMe to raise brand awareness and increase donations.

Been There is a charity which offers free one-to-one mentoring for adults whose mental health is suffering because of body image issues. Adults are matched with

a vetted and trained mentor who has 'been there' themselves, so their relatable and human experience can help their mentee on their journey to recovery.

Founded in 2021, the charity's trial launch in Q1 2022 has seen very positive feedback from the 40+ mentees they have already helped or are currently helping. The charity provides a safe space to chat and heal, knowing someone who 'gets it' is only a message away. Their mentors are all volunteers who attend a monthly Mentor Community meeting to share and learn to ensure the best service provision, whilst also protecting the mentees' mental health.



Awarded the second of the two £10,000 grants was Sutton Night Watch, for their 55 Appeal campaign revitalising the charity's website and digital presence across their channels through fully integrated digital fundraising.

Sutton Night Watch Homeless (SNWH) charity is a family-like community providing transformative support for those who are homeless, vulnerable, and otherwise marginalised. Their centre provides for the immediate needs of those in desperate circumstances with safe shelter and person-centred support.

From a welcoming start, and through friendly and genuine care, the charity seeks to build relationships with people. The



team at SNWH is skilled and focused in linking people in with a wide range of services including accommodation, welfare, rehab, training, healthcare and many more. SNWH is a place where those who are alone can find acceptance, a sense of belonging and renewed purpose to see their lives restored, reconnecting them back into the community.

Four grants of £2,500



The grant to the Surrey Search and Rescue is for an awareness raising campaign in the local community.

Surrey Search and Rescue is a 100% voluntary specialist search team that helps the Police look for missing adults and children. The team is on call day and night to assist anywhere within Surrey, as well as offer mutual support to neighbouring teams.

No formal funding is received, so the team is reliant on grants, donations and its own fundraising efforts to continue its life-saving work. It aims to attract more supporters through a social media following and, in turn, increase the number of people reading police appeals for missing people that the team shares.



Abbotshall Healthy Lifestyle Centre was awarded its grant for a digital fundraising

campaign targeting the Friends of Abbotshall membership scheme for local individuals.

Abbotshall Healthy Lifestyle Centre is an exciting and welcoming neighbourhood hub in a creative corner of Catford in London. Run by a small team of dedicated locals and volunteers, the centre aims to provide an environment that, through physical activity, creativity and connection, supports and celebrates healthy living for all in the Catford community.

Through the generous donations of sponsors and some charitable funding, Abbotshall HLC is growing from strength to strength and continues to open its doors to all its neighbours and members of the community.

The Pelvic Partnership's grant will be used for an awareness campaign centred on early intervention to help women become pain-free.



Pelvic Partnership
Supporting you

The Pelvic Partnership is a tiny charity offering support and information to women experiencing pregnancy-related pelvic girdle pain (PGP). PGP can be a severe and painful condition affecting up to half of all women during and/or after pregnancy. It causes pain and immobility and can lead to associated mental health impacts unless safely and effectively treated with hands-on manual therapy, such as physiotherapy, osteopathy and chiropractic care.

Manual therapy can be particularly effective if accessed as soon as PGP symptoms appear and the charity aims to highlight this in a social media campaign.

United African Association's grant is for a campaign to raise awareness of their foodbank campaign and to increase donation levels.



United African Association (UAA) is a Northamptonshire-based charity, primarily supporting the local African community. In addition to running a weekly African food bank, it also advocates for, and signposts members to, relevant service providers.

Its other wide-ranging activities include family fun events, warm spaces provision, GP registration assistance, online health sessions, ladies' swimming, football sessions, IT sessions, African drumming sessions, befriending services, outreach services and welfare support. UAA works alongside statutory services to act as a bridge between them and the African community.

AI in Marketing: opportunities and challenges

Omaid Hiwaizi
Liveryman

Artificial Intelligence is a topic and area of technology which is both revered and reviled. I'm a big fan but I can also see the potential of negative impacts. Given the recent publicity about the ChatGPT chatbot, I thought I'd get some help, and asked: "Write me a thought leadership piece on the current and future impact of artificial intelligence on marketing. Cover both the positive and negative impacts and include specific examples and insightful critique. Summarise with a list of positive impacts on strategy, efficiency and on the marketing profession. Make it 500 words." Below is the unedited piece, as provided by ChatGPT.

Artificial Intelligence (AI) is rapidly changing the way businesses approach marketing. The use of AI algorithms and automation technologies in marketing is providing organizations with new opportunities to enhance efficiency and effectiveness while also presenting challenges that must be addressed. In this article, we will examine both the positive and negative impacts of AI on marketing, and explore how organizations can take advantage of its capabilities while avoiding its potential pitfalls.

One of the key benefits of AI in marketing is automation. AI chatbots can handle routine

customer service inquiries, freeing up human resources to focus on more complex issues. AI-powered content generation tools can produce high-quality, relevant, and engaging content quickly and at scale. This is particularly useful in fields such as email marketing, where personalized messages can be sent to large numbers of customers in a matter of minutes.

Another advantage is the ability to provide organizations with more accurate customer insights. AI algorithms can process vast amounts of data to provide a complete picture of customer needs, wants, and behaviors, enabling organizations to tailor their marketing efforts more effectively. For instance, an e-commerce website can use AI algorithms to analyze purchase history and browsing behavior to make personalized product recommendations.

However, AI in marketing also presents the risk of perpetuating existing biases and discrimination, as algorithms trained on historical data may produce unfair results. AI can also lead to a loss of creativity and human touch in marketing efforts. This is especially true in fields such as creative content creation, where AI-generated messages may lack the nuance and personal connection that only a human can provide.

Despite these challenges, AI is set to have a significant impact on the marketing profession. Increased efficiency and productivity, improved targeting and personalization, and better return on investment are just a few of the ways AI is likely to impact the industry in the future. In particular, AI can help marketers make data-driven decisions, providing them with real-time insights into consumer behavior and enabling them to optimize their campaigns on-the-fly.

In conclusion, AI has the potential to transform the marketing industry, but organizations must be aware of its potential downsides and take steps to mitigate any risks. By embracing AI and utilizing its capabilities, businesses can improve their marketing efforts, drive better results, and position themselves for success in the future.

Positive Impacts of AI on Marketing:

1. Increased Efficiency and Productivity
2. Improved Targeting and Personalization
3. More Creative and Engaging Content
4. Better Return on Investment
5. Data-Driven Decisions and Real-Time Insights into Consumer Behaviour.

What's in a name? Marketers, Marketeers and Marketors

David Williams
Liveryman and Former Editor

Taylor, Plaisterers, Tylers, Wyre Drawers. In the list of 110 livery companies some unusual and unique spellings can certainly be found and the Marketors proudly added to this tradition in 1975.

While marketing has probably been carried out in some form as long as humans have been involved in finding a mate, and certainly when increasingly engaged in barter or exchange, marketing as a distinct craft and specialised profession is still relatively recent. For this reason a name given to someone performing the skill of marketing was relatively late in being settled.

The word 'marketer' had been adopted quite early on by the American Marketing Association to describe someone professionally engaged in marketing. However, more often heard and used both in the UK and its colonies was the term 'marketeer' and indeed is still frequently used today in the media, including the BBC. The use of the word 'marketeer' by those in the profession was, however, strongly resisted, perhaps due to its similarity to the rakish terms racketeer, musketeer, profiteer etc. With growing occurrence of the American word 'marketer' in the numerous marketing textbooks coming over from the US it was only finally adopted here from 1959 after the renaming of ISMA as the

Institute of Marketing and Sales Management.

It is clear that as Fellows of the (once again renamed) Institute of Marketing progressed discussion about forming a Guild for marketing professionals in the early 1970s, some disdain for the term 'marketer' still prevailed. For those working towards establishing the proposed guild, adoption of the preferred 'Merchant Adventurer' name was found problematic at a relatively late stage, and it was the alternative name and spelling 'Marketor' suggested by working party member Bill Geffers that was quickly adopted in its place. Regarded as looking slightly more suitable for a profession, the 'or' ending was actually also the more correct form for a word having Latin origin: market = mercatus.

Perhaps not fully appreciated was the fact that in normal spoken English both 'er' and 'or' endings in words denoting occupations are pronounced the same eg: teacher, doctor. The words 'marketer' or 'marketor' might differ in spelling but not in phonetics - they would not usually differ in sound.

How therefore did stress on the last syllable come about? After all we are not the only guild or livery company to have an 'or' ending to our name. It is likely it was accidental. As mentioned,

the better known term 'marketeer' was still in widespread use in the 1970s; the word found in dictionaries and known to all. With emphasis placed firmly on the last syllable our founders probably fell naturally into copying the same stress pattern for their newly coined word 'marketor'. Customary linguistic practice was overlooked.

In recent years, moves have been made to rehabilitate both marketer and marketeer as words as representing different but complementary skills within the marketing profession – the marketer seeking to maximise global recognition and uptake of a product or service while the marketeer works more closely addressing the needs of an individual client or customer. (See article <https://www.educba.com/marketer-vs-marketeer>.) However, the real genius lying in the adoption of Marketor is that the word today does not refer to an occupation but uniquely to membership of our Company, whatever the core skill possessed in marketing.

As to the linguistically correct pronunciation of Marketor, it remains a bit of a moot point. Maybe we can do no worse than follow the example of our hosts the Plaisterers who had a similar problem – their Court decreed in 1960 to firmly leave pronunciation to the preference of the individual member.

The World is our Market

This was both the motto of the Institute of Marketing and the theme adopted by Lord Mais, Lord Mayor in 1972 in his Lord Mayor's Show. In therefore settling a name for the proposed Guild and future Livery Company, firm preference of our founders was for "merchant adventurer" with its long historical association with international commerce in the City of London. In 2000, the World Traders were formed, another livery company thereby seeking to take the role once filled by Merchant Adventurers embracing the international trading of goods and services. Our two companies thereby share the concept of the world being our market.

noun: **marketer**; plural noun: **marketers**

1. a person whose job involves marketing
"he is a marketer of pet food products"

noun: **marketeer**; plural noun: **marketeers**

1. a person who works in marketing; a marketer.
"All her career she has been a pharmaceutical marketeer"
2. a person who works in or advocates a particular type of market.
"free marketeers" "a black marketeer"

noun: **Marketor**; plural noun: **Marketors**

1. a person who is a member of the livery company for marketing professionals.
"she is a Liveryman of the Worshipful Company of Marketors"

Three initiatives for the Awards Committee

Professor Phil Harris
Liveryman & Awards
Committee Chairman

First a plea: if you have the time and commitment to foster the best in marketing, please volunteer and join our Awards Committee. We would welcome you becoming involved in running what we think is a great set of initiatives with core marketing values.

We held our first committee meeting of 2023 in February and shared ideas and good thinking. Our members are:

Chairman: Professor Phil Harris
awards@marketors.org

Secretary: Professor Sarah Turnbull,
University of Portsmouth

Senior Warden: Diana Tombs

Committee Members:

Dr Annmarie Hanlon, Cranfield University

Dr Sue Holt, Cranfield University

Professor Mike Jones, Foundation for Management Education

Kiran Kipur, Cambridge Marketing College

Dr Sarah-Louise Mitchell, Oxford Brookes University

Professor John Rudd, University of Warwick

Our focus is on leading three main initiatives, in addition to strengthening fellowship links with our academic and professional discipline.



**The Academy of Marketing
Worshipful Company of Marketors
Teaching Excellence Award**

We have agreed, with the support of The Marketors' Trust, to pilot the development of a new initiative with the Academy of Marketing (AM) to foster Teaching Excellence. AM is the academic marketing organisation of the UK and has deep links with WCM, CIM and marketing academe globally.

This is being launched this spring and is led by Professor Laura Chamberlain of Warwick, who is an acknowledged leader in marketing education, alongside Professor Ann Marie Doherty of Strathclyde, the chairman of AM who was a guest of the company at the Installation Dinner. Dr Sarah-Louise Mitchell and I will coordinate this. For details of the initiative, see <https://academyofmarketing.org/teaching-excellence-awards/>

WCM Thesis Prize

We are currently launching and writing to eligible staff in the UK to invite their institution to provide a student nomination for the Worshipful Company of Marketors' Thesis Prize.

As in previous years, for 2023, we are offering participating institutions a £500 prize for the best completed work (written up thesis or dissertation) by a Doctoral student, Marketing Master's student or an MBA student whose course curriculum contains a high level of marketing content, consistent with our key criteria. That means, it should:

1. Support academic and applied research whose outcome is seen to benefit the practice and understanding of marketing.
2. Raise public or corporate estimation of marketing.
3. Demonstrate the student's grasp and understanding of the principles and disciplines of marketing.

This initiative is being coordinated by Sarah-Louise Mitchell. Nominations close soon on 23 April.

WCM Apprenticeship Initiative

We are launching the Apprenticeship Initiative on behalf of the Trust and Company. We are seeking to widen the social diversity of marketers by working with The Marketing Academy (TMA) which supports young people with disadvantaged social backgrounds into marketing apprenticeships. Details of The Marketing Academy can be found at <https://www.tma-foundation.co.uk/>

For details contact Kiran Kupar
kiran@kjkapur.com

We are also assessing how we can link more successfully the student awards into a developed scholarship programme that leads to membership.

A number of members have become very active in leading regional initiatives and supporting events to encourage fellowship and to support innovative and enabling education. One such initiative this year is that a number of us will be attending the Educate North Awards in Manchester on 27 April see <https://educatenorth.co.uk/>

If you are interested in joining us please let me know.



The winning students of the WCM Thesis Prize are invited to our Mansion House banquet to receive their certificate and prize money. Photo: Ben Fisher

The Master with the new Assistants who joined the Court in January this year



Liverymen: Have you thought of joining the Court?

Sue Garland Worthington
Past Master & Court Nominations
Committee Chairman

The Court, as I'm sure you know, is the governing and decision-taking body for the Marketors – rather like the board of directors of a commercial company. It comprises the Master and Wardens and up to 16 Court Assistants, together with Past Masters. The Court Nominations Committee is responsible for bringing forward suitable candidates as Court Assistants, ensuring that their number does not fall below the lower limit of ten specified in the Ordinances and that there are sufficient people wishing in due course to progress to Master.

We on the Court Nominations Committee are keen to see as many people as possible expressing an interest in joining the Court. You have to be a Liveryman but apart from that there are no specific qualifications – although, of course, in common with every board, the Court needs to have a good mix of skills amongst its members. And enthusiasm for the concept of livery and its ethos is vital!

So, what does being a member of Court entail? The Court meets four times per year at a Business Court at Plaisterers' Hall to transact the

usual affairs of the Company – such things as strategy and budgets. In addition, there are Ceremonial Courts, usually held just before Great Events, when Freemen are formally admitted to the Company and newly-elected Liverymen clothed in the Livery. Court Assistants are expected to attend both on a regular basis. Committees are usually chaired by a Court Assistant and if you join the Court you would be expected to do this.

Court Assistants are elected by the Court for a term of three years and may offer themselves for subsequent three-year terms.

Being on Court is, I think, extremely rewarding, offering a real opportunity to contribute to the growth and future direction of the Company, to work with

colleagues and become more involved in the livery movement and the Civic City. If you think this might be for you, now or at some point in the future, please do contact me or any other Court Nominations Committee member: Wardens Diana Tombs, Ian Ryder and Julian Boulding, Past Master Jim Surguy and Court Assistants Carole Seawert and Michael Lynch. We will be delighted to discuss things with you, including the application process, and answer any questions you may have.



A busy year planned for the EKDC

Dr Fran Hyde
Freeman & Education and Knowledge
Development Committee Chairman

A certain English playwright and poet once wrote about what good company, good wine and a good welcome can make. Whilst sadly our first Education and Knowledge Development Committee (EKDC) meeting of 2023 on Zoom did not have wine, the welcome was warm and the company excellent.

The postponed Tri-livery event on the theme 'How the Virtual World is Shaping the Real World' took place on 24 January 2023. Over 100 enjoyed listening to the provocative panel featuring ABBA, virtual reality, retail technology and interactive print. A full write up from EKDC member Omaid Hiwaizi is available on page 14. This year's Tri-livery lecture is planned for 5 September, so save the date.

Always in demand, and in addition to his excellent address at the Master's installation dinner, EKDC member Professor Malcolm McDonald gave an evening lecture on 31 January 2023 to the Business Marketing Club. Our thanks to Malcolm for using this opportunity to publicise the WCM. Looking ahead, in the summer we will be promoting Education and Knowledge Development via the 'Marketing Means Business' fellowship dinner at Henley Business School with Professor Moira Clark. In June the CIM Moor Hall event with Keith Glanford from Cardiff University will be taking place and in July we plan to coordinate the WCM stand at the London Careers Festival. Further details on these events to follow.

Opinion pieces sought

In 2023 we hope members might consider accepting our challenge to contribute a personal perspective or insight by writing an opinion piece of 600 – 900 words which showcases expertise around the topic of 'We believe in the power of marketing to deliver economic and social good'. To stimulate a healthy debate your article would be posted on the WCM website and shared widely on LinkedIn and beyond. For more details and

expressions of interest please contact Omaid (omaidhiwaizi@gmail.com)

Working alongside the Master as well as Phil Harris and the Awards Committee, this year we want to build productive relations across the WCM with the Academy of Marketing (AM), the academic home of marketing in the UK. AM board members were delighted to be invited by the Master to his installation dinner and this hospitality is being returned by the AM who have invited the Master and Phil Harris to be guests at the AM annual conference to be held at the University of Birmingham in July 2023.

In addition, Liveryman Sarah-Louise Mitchell and I have been invited to speak about the WCM during the conference AGM. With around 400 members, AM has 15 special interest groups in areas such as Arts, Heritage, Non Profit and Social Marketing, Marketing Education, Marketplace Access and Brand, Identity and Corporate Reputation (further details can be found at <https://academyofmarketing.org>).

Returning to what good company, good wine and a good welcome



Dr Fran Hyde, the new Chairman of the Education and Knowledge Development Committee. Photo: Simply C Photography

can achieve, our aim in 2023 is to plan several different activities and associations with AM over the next two to three years to embed this relationship, thoughts or suggestions on this are welcome.

I want to conclude by thanking Nicky Oliver, David Elmer and Mike Ricketts for their generous contributions to the EKDC as they move on to undertake a range of other projects. If you are looking for a route to deepen your involvement with WCM you would be more than welcome to join our committee, please do get in touch.



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

Fellowship – Enjoy, Engage and Embrace

Martin Ashton
Court Assistant & Fellowship
Committee Chairman

The Fellowship Committee's raison d'être is to ensure all members have an outstanding membership experience. Whether you are a new Freeman, a long-term Liveryman or a member well into your retirement, this committee exists to help you feel involved and offer you the opportunity to participate in one of the City's most innovative and exciting livery companies.

The committee in 2023 comprises Martin Ashton (Chairman), Prof Ian Ryder, Laura Beccaria, Susan Rawlinson, Serafino Manca and Vanella Jackson. We meet several times a year to design a calendar of events and initiatives geared to all interests. This article highlights some of the initiatives currently in progress at the time of writing.

New Freemen

We want to make sure that new Freemen are given the best start to Company life: experiencing all

that the City has to offer, enjoying our many events and committees as well as meeting many people and making new friendships. As of time of writing, we are organising induction meetings for all new Freemen to take place in Plaisterers' Court room. There will be a presentation introducing the aims of the Company as well as details on all the committees and how to get involved. We'll also share information on applying for the Freedom of the City of London and how to progress through the Company to Livery.

The Marketors' Tribe

The Marketors' Tribe was formed with the aim of bringing together the 'future leaders' of our Company across a mix of social, cultural and professional events. The Tribe has its own WhatsApp group where participants can swap ideas and ask others for advice on a

marketing subject. Several other events are currently in the pipeline, including an interactive trends presentation and workshop with Media Monks later in the year. See page 15 for news on what the Marketors' Tribe has been up to recently.

Drop-ins

We are organising monthly drop-ins with the Master and Wardens at the Lamb and Trotter pub, 6 Little Britain, EC1A 7BX. Please see our Events section for more details.

'Class of'

Run by Past Masters, our 'Class of' events aim to reunite those Freemen admitted during a particular year to share the highlights and to reminisce over great shared experiences. The first one of 2023 promises to be extra special as we will be covering three years: 2005, 2006 and 2007. Led by Past Master Dr Keith Arundale, this is scheduled for 20 April.

Special Interest Groups

Our aim with Special Interest Groups, led by Past Master David Pearson, is to bring people together around a common interest, unrelated to the marketing discipline. At the moment, we have one active special interest group called the Wine Circle, led by Past Master David Pearson. We've had a couple of events already and David is putting together ideas for 2023 including a May visit to a winery in Battersea. Should you want to lead a special interest group, please let me know.

Finally, do you have any suggestions for Fellowship? Do you want to get involved with the Committee or simply want to know about an event that you might want to come to? Then please contact me at msa44@hotmail.com.



Marketors at a recent Tribe event – left to right: Martin Ashton, Serafino Manca, Kelly Wu and William Frank

Delays on the legal line

Jeremy Stern
Liveryman and Law & Marketing
Committee Chairman

2022 was meant to be a year of momentous change with regard to the legal environment. Following Brexit, the UK Government had promised that they would pass a new Data Protection law, one that would free UK businesses from some of the constraints of the EU wide GDPR that we have operated under since 2018. In addition, as part of its aim to improve the health of the nation, the Government had announced a series of restrictions on the marketing of HFSS (High Fat, Sugar and Salt) products – meaning most branded foods. Under the Food Regulations Act there was going to be a ban on the placing of such products at tills, near entrances and exits and on promotional aisles as well as a ban on multi-buys and TV adverts before 9pm. However, both sets of regulations were delayed.

New data bill postponed

The first – new laws on data – were delayed because it became clear that any deviation from EU GDPR rules would not allow British firms to market or even store data on EU clients or prospects. The proposed UK law allowed firms to take a 'risk-based approach' to the storage and transfer of personal data internationally using agreements such as standard contractual clauses. However this is likely to be at odds with EU law and the UK thus risks losing its 'EU adequacy status', the right to hold and use data on EU citizens. The current view from Government is rightly that

"data adequacy with the EU is at the heart of the approach we are taking going forward" which most likely means that there will be little change from EU GDPR when the new bill appears later this year.

HFSS law temporarily on hold

The second piece of marketing-relevant law was that on HFSS. It was meant to be implemented in October 2022 but was postponed because of the negative impact it would have had on already high levels of inflation. A ban on multi-buy and deep discounts on HFSS products was in effect going to cause price rises – something that no government wanted. So it sacrificed health improvements for economic stability. Unlike the data law, HFSS laws will be implemented and brands would be best advised to use this time to get ever more ready for the day, perhaps at the end of this year, when they are enforced:



- Reformulate your products – take out or reduce the sugars, the salts and the fats, or add in more fibre, protein, fruit or vegetables. The aim is to get below the legal limits for your product category and thus be outside the remit of the legislation.
- Under the master brand, launch new products that are non-HFSS and then shift your advertising to them, and rely on the halo effect to support the master brand.
- Move your advertising to alternate places – beyond the 9pm watershed or focus advertising on a non-HFSS variant, eg Diet Coke, rather than regular Coke.
- Shift marketing budgets 'below the line'. Run prize promotions on pack or online in order to build up a database of users, and then you can market with fewer issues direct to these people (as long as they are over 18).
- Work with retailers to find alternative ways of highlighting your brand in the absence of gondola ends and checkout displays.

The Law & Marketing Committee will be holding an event in May, entitled 'You Be The Judge'. It will involve you asking as the ASA and deciding whether to uphold complaints of Code breaches against famous brands. More details in a future Marketors' email newsletter.

Liverymen enjoying the Liverymen's Dinner at Innholders' Hall 2022

Have you thought about applying to become a Liveryman?

John Zealley
**Court Assistant & Livery
 Committee Chairman**

The Livery Committee encourages and mentors Company Freemen who wish to progress to become a fully 'clothed' Liveryman. The membership level of our Liverymen is healthy, yet we still have room to admit more.

What are the benefits of becoming a Liveryman?

Progressing to full membership acknowledges your potential to be one of the Company's leaders, a mark of respect that likely goes beyond the professional recognition in your world of work.

We believe that 'Livery is for Life' and, whilst this may feel daunting, it underlines that although we will change roles, teams and employers many times, the Livery provides a purposeful fellowship, with marketing at its heart, that can run as a thread through your career.

Practically, being a Liveryman allows you to attend Liverymen-only events and to vote in City Sheriff and Mayoral elections. It also opens up the opportunity to contribute your skills to enhancing the 'name & fame' of the Company as a member of the Court.

Freemen of the Company/Freedom of the City – how does it work?

To become a Liveryman you do need to have the Freedom of the City. Perhaps confusingly, the similar terms of 'Freeman of the Company'

and 'Freedom of the City' are both used but they do refer to distinct steps. To clarify: you become a Freeman of the Company when you are accepted as a Marketor. Your next step is Freedom of the City, granted by the City of London Corporation. It is possible to apply for Freedom of the City as soon as you become a Marketor, and there are both online and memorable in-person ceremonies at the Guildhall.

Am I qualified to become a Liveryman?

The Marketors are an inclusive and young-at-heart community and there is no 'time served' requirement. As such, the Livery Committee is looking not only at demonstrated but also potential contribution to the Company. This may be through your knowledge of marketing; or your potential to enhance the Fellowship of the Company at our events in London or the Regions; or your commitment to our charitable Outreach and Mentoring activities; or by even a modest regular monthly donation to fund the work of The Marketors' Trust.

Crucially, the Committee is looking for commitment that is realistic. We recognise that mid-career work and often family commitments can leave little discretionary time and resources, but contributing what you can to the Company given those realities

remains highly valued and will be recognised.

The Committee is here to encourage and support applicants, not to judge them.

How much does it cost?

When you progress to Liveryman your annual quarterage is unchanged, although there is a one off fine of £375. Whilst some choose to be clothed at a Great Event, there are also other opportunities to be clothed during the year, such as after a Business Court meeting.

You have my attention – so where do I begin?

For any queries around your readiness or the process, please email me at john.zealley@gmail.com. The Livery Application form is very simple to complete and there is no interview required.

Lesley Lloyd reads her Liveryman's oath before being clothed in the livery at Innholders' Hall in 2022

An insight into the Membership Committee

Dr Annmarie Hanlon
Court Assistant & Membership
Committee Chairman

Our membership level is crucial for the ongoing sustainability of the Company. That's why the aim of the Membership Committee is not just to recruit but also to retain. We take a strategic approach and invite prospective members to an open evening and also to another event so they can learn more before submitting their application – and can understand that 'livery is for life'.

Why and how people join the Marketors

People join the Marketors for many reasons. Some enjoy the great events or want to give back through the Outreach or Mentoring committees. Others are keen to get involved in the fellowship of like-minded professionals or have an interest in the civic city. For example, Matt Antos-Lewis who is Head of Marketing for Blox, a UK-based SaaS startup, commented: "I was familiar with the City and the livery world via friends who were involved in other Companies and Guilds and serving as Common Councilmen. Once I learned there was a Company specifically for the marketing profession I quickly made an application. The Marketors are such a warm, welcoming bunch that I settled in right away after attending my first Great Event as a Freeman, and indeed have since joined the Membership Committee myself."

Open evenings

We hold open evenings to provide more information for prospective members, especially for those who may not know any members. These are informal events where we provide background to the Marketors and respond to questions. These take place every quarter.

The open evenings work, as Alessandro D'Amico, Brand Manager for 'Birra Moretti' at Heineken discovered. Alessandro understood the value of building meaningful and genuine relationships in different categories and industries. As he says: "I attended an open evening before committing, as this was very

important in making a thoughtful decision to join a group of like-minded individuals who share the same passion for marketing. Being part of the Company offers a unique opportunity to connect with other professionals and academics, learn from their experiences and share valuable insights."

Invite prospective members to events

If you know a prospective member, why not invite them to join us for an event to see Marketors in action? It doesn't need to be a great event; it can be a pub evening, a walk or a debate. This provides greater context and demonstrates our activities first-hand.

For example, Philip Wright who enjoys a mosaic career, from coaching and mentoring, to non-exec, City Guiding and volunteering, said: "My route to Livery was glamorous! The late great Dan Doherty, Marketor and Entrepreneur, invited my wife and me to a Mansion House banquet. The rest is, as they say, history."

Join our Membership Committee

Our Membership committee includes the Middle Warden Professor Ian Ryder, as well as Matt Anton-Lewis, Emilie Birks, Annie Brooks, Alessandro D'Amico (Committee secretary), Mocky Khan, Raoul Pinnell and Philip Wright. We are involved with interviewing prospective candidates (this often takes place via Zoom) as well as meeting prospective members at open evenings.

We are an active committee and would be delighted to welcome more members! We are seeking those to support the application process, organise open evenings, be part of the interview panel, pre-onboarding, or those with technical skills adept at managing online systems. Some of these elements could suit Marketors based outside London. If you are looking to get more involved, give back some time and further your Marketor journey, we have a role for you!

For more details, email membership@marketors.org



AFCC provides advertising and marketing insights to St Dunstan's College

Tony Norton
Liveryman

St Dunstan's College was delighted to welcome Court Assistant Keith Rowland and Past Master Andrew Cross – both key members of the Armed Forces and Cadets Committee (AFCC) – to one of its recent Opening Minds events.

The event was planned to share the skills of experts in a particular field, to discuss the issues that concern them and answer questions from students. The event was themed around creativity (one of the College values) and how it applies to the worlds of advertising and marketing. Keith and Andrew were interviewed by two Sixth Form students – and a lively discussion followed.

Personal branding, the need to research a market, the Beckhams and the quality of own-brand cornflakes were all debated. The students learned a great deal



*St Dunstan's Cadets regularly form a Carpet Guard at our Great Events.
Photo: Ben Fisher*

from the two experts and are now following it up with their own research.

Past Master Andrew Cross has a design agency background, so shared his expertise on the creative aspects of the brief. Court Assistant Keith Rowland, now teaching Strategy to CIM Diploma students, has a Sales and Marketing background and was able to extend the discussion into how creativity fits within the marketing mix.

The Marketors' affiliation with St Dunstan's Combined Cadet Force dates back to 2009 and was the result of connections from the late Past Master Sir Paul Judge. Although our affiliation is with the CCF rather than the school, (hence it is managed by the AFCC), we were delighted to be invited to address the college's Opening Minds event.

We hope it may have encouraged some of the pupils to consider marketing as a career or university course.

Commenting on the event, Keith Rowland, Chairman of the AFCC said: "Over the years our relationship with St Dunstan's College has strengthened and we hope to continue to support them in initiatives of this kind. St Dunstan's CCF have formed carpet guards at great events, and were an important part of our entry in the Lord Mayor's Show in 2022. We hope to see them again this year."

Service of ble

Nestled down a short alleyway off Fleet Street, some 500 short yards from the ever-impressive St. Paul's Cathedral, lies the quietly unassuming and yet – to all who have visited – equally impressive St. Bride's church. Having long had a close connection with the Worshipful Company of Marketors, St. Bride's has an even longer history.

St. Bride's – designed in its current form by Sir Christopher Wren – has been central to the City's epic history and, sitting on a site dating back to Roman times, is one of London's most ancient churches.



Marketors and guests join Reverend Canon Dr Alison Joyce after the blessing for the Master

A tribute to the life 1932 – 2023, Maste

Many of you will have experienced the warmth and guidance from Past Master Tom in your very early days of joining the Marketors. He always looked out for new members within the reception or at dinner and welcomed each one, enthusiastically. I experienced it 40 years ago with his wife Sally alongside Tom and they remained life-long friends, particularly as I served Master Tom as his Junior Warden in 1995, with Brian Scanlon his Senior Warden. Tom was always helpful, friendly, wise and a role model for many of us in the Company and on Court where he was the Senior Past Master until his death on 25 February.

Tom understood and loved the City, the livery movement, business and people; it kept him an active contributor of his three livery companies until this February for over 60 years. In return he was admired and respected by nearly

ssing at St Bride's

Fergus McNaughton
Freeman & St Bride's Liaison

Steeped in tradition, St. Bride's has enjoyed over past centuries a unique relationship with a number of livery companies as well as with journalism and all aspects of the media.

And it was in continuation of this tradition that, following a Covid-related hiatus, Master Dr Glyn Cartwright received the annual blessing from the Company's honorary Chaplain, the Reverend Canon Dr Alison Joyce on Sunday 19 January.

Joining the Master and his wife Katrina on this momentous occasion was a healthy contingent of Marketors, including Past Masters as well as newly-welcomed Freemen, who all enjoyed a wonderful service accompanied by beautiful choral arrangements.

Needless to say, there was more merriment to be had at a local hostelry following the Master's blessing!

Carol service

Along with its stunning architecture, St. Bride's is similarly famous for its glorious musical recitals. Openly welcome to all – those of faith and those of none – St. Bride's was also the venue for the annual Communications Industry Carol Service in December last year.

That joyful evening was presided over by Sheriff Past Master Andrew Marsden and his Consort Marian and, while singing was led by the church choir, enough Marketors had fought through hard weather and transport strikes to make their presence felt and their voices heard! Well done and thank you to everyone who made such an evening possible.

Of course, there was even more merriment, again at another local hostelry – thankfully, some traditions never change!

The Worshipful Company of Marketors is ever grateful to St.

Bride's for all their help and we look forward to a year of fulfilling old traditions as well as creating some new ones for all to enjoy. Please visit www.stbrides.com to discover more.



*The Reverend Canon Dr Alison Joyce
with Master Dr Glyn Cartwright*

of Tom Corrigan OBE r Marketor 1995

Dr Roger Hood QVRM TD DL
Past Master

all who knew him. He brought wisdom from his professional life as a Chartered Accountant and company Chairman of the Inveresk Paper Group Ltd. In 1984 he was appointed Chairman of the Post Office Users National Council and served the Queen's Awards for Exports, for which he was invested an OBE.

The Marketors greatly benefited from Tom's previous Mastership of two older livery companies, the Makers of Playing Cards (1978) and the Stationers & Newspaper Makers (1990-91). Indeed, it was Tom's membership of the latter which helped the Marketors maintain the close association formed with the Stationers' Company, including use of the vaults for our treasure and regular use of its hall.

Master Marketor Tom in 1995 delivered a memorable year of

events, including visits to the Royal College of Arms, champagne tasting, investing former Lord Mayor Sir Paul Newall TD as an Honorary Liveryman and having Shell's marketing director Raoul Pinnell speak at our City Business Lecture.



Also the Post Office chairman, Michael Heron, at the Spring Lunch.

The Marketors had to build its own wealth for both our Company and the Trust and we greatly benefited from Tom's astute wisdom as Treasurer for many years in the 90s and early 2000s. He once told me that marketing people are very good at spending money, but only accountants can grow funds. Under Tom's regime, the rule was that if any event created a loss, then the event organiser must personally make up the deficit. And we did!

Tom loved his cricket as a member of the MCC, and golf at his Walton Heath club and of course his family, his dear wife Sally and their two daughters Caroline and Linda and three grandchildren. I know that we will all miss his welcoming presence at future Marketors functions and in our lives.



Upcoming events

Tuesday 9 May	Drop-in session The Lamb and Trotter
Friday 12 – Sunday 14 May	Master's Sheffield Weekend with dinner at Cutlers' Hall
Wednesday 17 – Thursday 18 May	Inter Livery Clay Shoot West London Shooting School
Thursday 25 May	Belfast regional event
Thursday 1 June	Drop-in session The Lamb and Trotter

Monday 26 June	Election of Sheriffs, Guildhall
Monday 3 July	Marketors' Inter Livery Golf Day St Albans
Thursday 20 July	Mansion House Banquet
Tuesday 5 September	Tri-Livery event, Stationers' Hall
Friday 22 September	Sheriffs' Ball, Guildhall
Friday 29 September	Election of Lord Mayor, Guildhall

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

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

Master Marketor:
Dr Glyn Cartwright
E: master@marketors.org

Senior Warden:
Diana Tombs
E: seniorwarden@marketors.org

Middle Warden:
Professor Ian Ryder
E: middlewarden@marketors.org

Junior Warden:
Julian Boulding
E: juniorwarden@marketors.org

Deputy Clerk:
Suzie Rendle
E: clerk@marketors.org

Assistant Clerk:
Doreen Blythe
E: clerk@marketors.org

Editor:
Carole Seawert
E: editor@marketors.org

**Chairman of Comms & PR
Committee:**
Peter Rees
E: communications@marketors.org

Worshipful Company of Marketors
Plasterers' Hall
One London Wall
London EC2Y 5JU

T: 020 7796 2045
E: clerk@marketors.org
www.marketors.org

 Follow us @marketors

Design & Print:
 **Ruddocks**
T: 01522 529591
E: sales@ruddocks.co.uk
www.ruddocks.co.uk