

THE MARKETING SOCIETY

MARKETING LEADERS PROGRAMME 2011

INSPIRING GREAT MARKETING LEADERS



IN ASSOCIATION WITH



BRAND LEARNING

SPONSORED BY



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INTRODUCTION

The Marketing Society, together with Brand Learning, has developed the Marketing Leaders Programme as a unique development experience for high potential individuals who are preparing for marketing leadership roles.

Now in its 8th year, this blend of marketing and people leadership skill development, delivered by eminent industry leaders and leadership experts, is designed to help shape the great marketing leaders of tomorrow.

THIS YEAR'S SPEAKERS INCLUDE:

Alex Batchelor, chairman – **The Marketing Society**

Phil Bentley, managing director – **British Gas**

Kerris Bright, head of global marketing – **British Airways**

Hugh Burkitt, chief executive – **The Marketing Society**

Rod Connors, managing director – The Branded Sports Group, ex-marketing director – **Nike (UK)**

Ian Crook, marketing director – **Tesco.com**

Martin Deboo, consumer goods analyst – **Investec UK**

Roisin Donnelly, corporate marketing director – **Procter & Gamble UK and Ireland**

Obi Felten, director of consumer marketing – **Google EMEA**

Steve Langan, managing director and group marketing director – **Hiscox UK**

Stephen Lehane, human resources director – **Alliance Boots**

Amanda Mackenzie, chief marketing officer – **Aviva Plc**

Jill McDonald, UK chief executive & president northern europe division – **McDonald's Restaurants**

Michele McGrath, partner – **Brand Learning**

Steve Radcliffe, partner – **Steve Radcliffe Associates**

Peter Rampling, board director, consumer marketing – **O2 Germany**

Keith Weed, chief marketing and communications officer – **Unilever**



The Marketing Leaders Programme is designed for senior marketers and aims to prepare them for a role as a marketing director or leader of a substantial team. Such roles clearly present a variety of new and exciting challenges.

A UNIQUE PROGRAMME

The programme was devised following intensive consultation with key marketing leaders and draws on the experiences, challenges and difficulties they encountered. It also harnesses the experience of the Society’s senior members and Fellows and utilises the capability development skills of Brand Learning.

2011

The programme continues to evolve to address the strategic, commercial and leadership challenges facing senior marketers and their teams today. Particular emphasis is placed on the changing role of marketing and the impact this has on the strategic and commercial agenda; the challenges of marketing in the digital age; and the leadership skills needed to succeed in a fast changing world.

WHO WILL BENEFIT?

Marketers in middle/senior line management positions who have been identified by their employers as likely candidates for marketing leadership roles.

PROGRAMME OBJECTIVES

1. To provide insights and tools to help marketers handle the challenges involved in assuming a leadership position.
2. To strengthen the strategic marketing skills and leadership behaviours of senior marketers.
3. To build awareness of best practice marketing activity and marketing leadership in other companies and industry sectors.
4. To support participants in the development of a personalised Marketing Leadership Action Plan.

The Marketing Society is a not-for-profit organisation owned by its members. Founded 51 years ago, the Society now has a membership of over 2600 senior marketers, and has become one of the most influential drivers of marketing in the UK business community. The Society challenges its members to be bolder marketing leaders by supporting the development of leading-edge thinking, and promoting the evidence of effective marketing.

DEVELOPING HIGH PERFORMANCE MARKETERS

Today’s business world requires a new style of marketer: a customer champion, business innovator and growth driver.

Our professional development programme is designed to give you the tools and advice you need to develop your career. We’ll help you keep up to date, learn from peers and leading experts and inspire you to become a better marketer.

THE MARKETING FAST TRACK

In addition to our Marketing Leaders Programme, we have developed The Marketing Fast Track, a three-tier professional development programme of interactive case study driven workshops for high performance marketers at various stages of their careers.

www.marketing-society.org.uk

ABOUT BRAND LEARNING

Brand Learning are leading international experts in marketing capability development and a specialist consultancy that transforms the way companies build marketing excellence.

Brand Learning work with over 40 multinational companies globally in driving profitable growth by strengthening marketing capabilities and realising the potential of their people.

Brand Learning has partnered with The Marketing Society now for 8 years, developing and delivering the highly successful Marketing Leaders Programme.

www.brandlearning.com

ABOUT STEVE RADCLIFFE ASSOCIATES

Steve is the creator of Future – Engage – Deliver, the inspirational approach that develops people at all levels as leaders. With his colleagues in Steve Radcliffe Associates, he has designed and delivered leadership development programmes with the marketing directors in companies like Boots, Unilever, Fisher-Price, ICI Paints and the BBC.

His book, Leadership Plain and Simple, is Amazon UK’s number one leadership book and is guaranteed to make you a more confident, effective leader.

www.steveradcliffe.com



‘I have had more ‘ah-ha’ moments on this course than on any other I’ve attended – I don’t quite know how but you have pushed the right buttons!’

**ANNE FILATOTCHEV,
AVIVA**

The 2011 programme is a perfect blend of marketing and leadership skills. It’s an outstanding opportunity to benefit from the experience of some of the most admired leaders and experts in marketing today.

PROGRAMME PREPARATION (FEBRUARY 2011)

- Briefing from Brand Learning.
- Discussions with senior internal company sponsors and colleagues.
- Selected pre-reading.

MODULE 1 BECOMING A GREAT MARKETING LEADER (08–10 MARCH 2011)

- Interactive seminars led by senior marketing leaders in blue chip companies, leading academics and marketing capability and leadership specialists.
- Blend of practical case studies, applied learning exercises and management concepts.
- Understanding your own personal leadership style.
- Personal marketing leadership action planning.
- Contributors include senior business people and experts from O2, Alliance Boots, ex-Nike, British Airways, McDonald’s, Tesco and Steve Radcliffe Associates.

MODULE 2 LEADING FOR COMMERCIAL SUCCESS (06 – 07 APRIL 2011)

- Interactive seminars spread across two days hosted by leaders from top companies.
- Focus on sharing best practice marketing and marketing leadership behaviours.
- Contributors from Procter & Gamble, Aviva, British Gas and O2.

MODULE 3 LEADING MARKETING INTO THE FUTURE AND PERSONAL MARKETING LEADERSHIP ACTION PLANNING (12–13 MAY 2011)

- How to meet the challenges of marketing in the digital age.
- Distillation of key learning from the programme.
- Preparation of final action plans.
- Contributors from Google and Unilever.

REFRESHER DAY (OCTOBER 2011)

The refresher day will be held five months later in early October and it will centre on reflecting and refocusing on participants’ Marketing Leadership journeys, allowing time to assess and look forward to the next chapter.

BECOMING A GREAT MARKETING LEADER

08–10 MARCH 2011

The first module is a highly stimulating three days which kick off the programme with an introduction into Marketing Leadership from three perspectives: leading the business, people and teams and leading in practice.

Across the three days, participants will be inspired by seminars with marketing leaders from blue chip organisations and spend time starting to explore their own leadership style, challenges and opportunities.

DAY 1: LEADING THE BUSINESS

MORNING

WELCOME AND PARTICIPANT INTRODUCTIONS

Hugh Burkitt, chief executive – The Marketing Society and Michele McGrath, partner – Brand Learning

THE ROLE OF MARKETING AND MARKETING LEADERSHIP WITHIN BUSINESS

Alex Batchelor, chairman – The Marketing Society

A session in which Alex Batchelor presents the role marketing should play within a business and how it can drive and support the commercial agenda.

GROUP EXERCISE AND DEBRIEF

- Defining my individual marketing leadership objectives.
- Implications for my role and my business.

AFTERNOON

WHAT IS MARKETING LEADERSHIP?

Ian Crook, marketing director – Tesco.com

A session designed to share how Tesco thinks about marketing and the role of marketing leadership in driving business success at Tesco.

GROUP EXERCISE AND DEBRIEF

- Implications for my role and my business.

EARLY EVENING

BOARDROOM EXPECTATIONS AND ACCOUNTABILITIES OF THE MARKETING DIRECTOR

Steve Langan, managing director and group marketing director – Hiscox UK

A session where Steve Langan explores the expectations and accountabilities of a marketing leader in relation to the commercial agenda, utilising his experience in his role as MD of Hiscox, and his thoughts on the marketing leaders role for driving growth.

NETWORKING DINNER

BECOMING A GREAT MARKETING LEADER

08–10 MARCH 2011

DAY 2: LEADING PEOPLE AND TEAMS

MORNING

GROUP EXERCISE

Michele McGrath, partner – Brand Learning and Steve Radcliffe, partner – Steve Radcliffe Associates

Key learning from the sessions so far are reviewed and related back to the challenges facing the participants.

MARKETING DIRECTOR AS A LEADER OF TEAMS AND PEOPLE

Stephen Lehane, human resources director – Alliance Boots

A session outlining the expectations of the marketing leader from the perspective of the human resources director.

GREAT MARKETING LEADERSHIP

Steve Radcliffe, partner – Steve Radcliffe Associates

Top executive coach Steve Radcliffe gives an introduction to models of leadership styles and development, encouraging self insights. Participants will discover that they have a choice of leadership styles and understand which one will be most effective for them.

AFTERNOON

PERSONAL LEADERSHIP STYLES AND GOALS FOR IMPROVEMENT

Steve Radcliffe, partner – Steve Radcliffe Associates

Having completed pre-thinking on personal leadership styles, participants gain feedback on their own personal leadership style and deeper understanding of where and how to develop further. Participants then set personal goals for development.

EARLY EVENING

PRE-DINNER DISCUSSION

Pre-Dinner talk from a Marketing Leader – Jill McDonald, UK chief executive & president northern europe division – McDonald's Restaurants

Discussion with an experienced senior marketer about the challenges involved in leading marketing teams.

NETWORKING DINNER

BECOMING A GREAT MARKETING LEADER

08–10 MARCH 2011

DAY 3: LEADING IN PRACTICE AND ACTION PLANNING

MORNING

LEADING ORGANISATIONAL CHANGE & BUILDING MARKETING CAPABILITY

Kerris Bright, head of global marketing – British Airways

A session focused on a ‘real life’ story of a marketing leader who has led organisational and marketing change and delivered results.

NIKE EXERCISE BRIEFING AND SYNDICATE WORK

Rod Connors, managing director, The Branded Sport Group, ex marketing director – Nike (UK)

An interactive session where participants are briefed on the situation that faced Rod Connors when he assumed the role of Nike marketing director in the UK ahead of the following session focused on how they might have responded if they had been in that position.

LEARNING REVIEW

Syndicates feed back their conclusions on the Nike case study, Rod Connors reveals what actually happened and the key learning discussed.

AFTERNOON

ACTION PLANNING

Participants relate their learning from the workshop back to the issues they are facing back on the job.

CLOSE



HUGH BURKITT chief executive, The Marketing Society

Hugh is chief executive of The Marketing Society. He began his marketing career as a Unilever trainee at Birds Eye Foods and progressed via the Manchester Business School to Collett Dickenson Pearce. He spent thirty years in advertising, founding the agency Burkitt Weinreich Bryant in 1986, and retiring in 2002 as Chairman of Burkitt DDB. He is a trustee of Barnardo’s.



MICHELE MCGRATH partner, Brand Learning

Michele joined Brand Learning in 2001 and in that time she has led several global marketing capability development programmes working with a broad range of clients including Aviva, PepsiCo, Hewlett-Packard and SAB Miller. Before joining Brand Learning Michele spent 16 years in marketing within blue chip FMCG companies Colgate Palmolive and PepsiCo. She has worked in the UK and internationally, developing brands such as Colgate Toothpaste and Walkers Crisps. Michele has led the Marketing Leaders Programme for the last four years.



ALEX BATCHELOR chairman, The Marketing Society

Alex joined the management board of The Marketing Society in 2004 and became chairman in 2009. Alex began his career at Unilever working in the UK, Austria and the US. Previous roles include planning director for Saatchi & Saatchi, and joint managing director at Interbrand. He launched Orange in 12 countries for France Telecom and joined the Royal Mail as marketing director when it faced competition for the first time. More recently he was executive vice president, marketing for TomTom and is a well-known conference speaker and contributor to the media on brand-related issues.



STEVE RADCLIFFE partner, Steve Radcliffe Associates

For over 18 years, Steve has been coaching and developing senior leaders in the fields of business, government and education. He has worked with marketing directors of many brands including Boots, Persil, Dulux, Fisher-Price and the BBC. Previously he has been a marketing then managing director after excellent grounding at P&G and in the ad agency world. His new book, ‘Leadership Plain and Simple’ is guaranteed to make you a more confident, effective leader.





STEVE LANGAN managing director and group marketing director, Hiscox UK

Steve Langan joined Hiscox, the UK's leading specialist insurer, in October 2005 after a global career in blue chip FMCG companies. Responsible for Hiscox's retail product lines across the UK, Steve has in a short time transformed a respected business into a powerful consumer franchise. Prior to joining Hiscox, Steve worked at Diageo, as managing director of the company's Italian subsidiary, based in Turin, for three years. Steve's experience has been with some of the world's best-known blue chip companies and brands, including Nestle, Bass Brewers and Coca Cola. He worked at Diageo for a total of eight years.



IAN CROOK marketing director, Tesco.com

Ian joined Tesco in 1996 having worked previously for both Marks and Spencer and Early Learning Centre as well as working in Retail Consultancy. On joining Tesco, he was responsible for helping to set up the new non food business and the Extra format. After various roles in commercial buying, he moved to Marketing in 2002, and ran Local Marketing and Brand Communications before moving to UK marketing director for the stores business in 2005. In 2007 he moved to Tesco.com with overall responsibility for how Tesco uses the internet as a business as well as the marketing for the Grocery and Direct trading sites.



STEPHEN LEHANE group hr and corporate affairs director, Alliance Boots

Stephen's current role as group hr and corporate affairs director at health and beauty business Alliance Boots, employs 110,000 people across the globe. Stephen was born in Ireland, but grew up in London. After graduating from the London School of Economics and Cambridge University, he enjoyed many opportunities to work internationally and live outside the UK with companies such as Unilever, ICI, Boots, and since 2005, Alliance Boots. The main emphasis of his work has been in business transformation and organisation change.



JILL MCDONALD UK chief executive & president northern europe division, McDonald's Restaurants

Jill McDonald is chief executive UK & president northern europe division for McDonald's. The markets she is responsible for are UK, Republic of Ireland, Sweden, Norway, Denmark & Finland. Jill joined McDonald's in 2006 as senior vice president, chief marketing officer UK & Northern Division. Her remit included Marketing, Menu, Innovation, Business Strategy & Customer Insight. Jill holds a 1st class Business Studies degree from Brighton University & began her marketing career at Colgate Palmolive as a graduate trainee. She joined British Airways as a brand manager in 1990 and held a number of senior marketing positions in the UK and overseas including Global Marketing, Research, Design, Employee Engagement & Retail Business. In June 2008 Jill was voted "Marketer of the Year" by The Marketing Society.




KERRIS BRIGHT head of global marketing, British Airways

Kerris was appointed head of global marketing for British Airways in June 2010 and tasked with the challenge of creating a more customer centric organisation and to revive the spirit of the BA brand. Prior to her move to BA Kerris was chief marketing officer for AkzoNobel's global Decorative Paints business where she led the integration of the Marketing function following their acquisition in 2008 of ICI Paints where she had been CMO since 2006. During her time as CMO for AkzoNobel and ICI Paints Kerris transformed the Marketing function from a multi-local to global brand building organisation.



ROD CONNORS managing director, The Branded Sport Group, ex-marketing director, Nike (UK)

Rod launched The Branded Sport Group in 2003. Before then he worked as marketing director UK and Ireland for Nike overseeing UK and various European marketing campaigns. Previously, he worked at Adidas as head of consumer marketing. Rod kicked off his marketing career in Unilever where he spent 12 years working in various European and global marketing roles across a number of different product categories.



‘Exceeded expectations,
thank you for making this
time for reflection so
valuable and insightful.’

**RAQUEL FARIA,
BACARDI**

World Class Marketing Leaders connect the customer, brand and commercial agenda to drive sustainable growth for their organisations. In these organisations, Marketing’s scope goes beyond a department, and drives the whole business.

In this module we focus on what it takes to lead for commercial success – how can marketing leaders own and drive the ‘growth agenda’ and in doing so, enhance the commercial performance of their organisations? Across two days participants will experience first hand how to be successful in the boardroom and across the business. Through a combination of seminars with leading speakers and interactive sessions, participants will be inspired about what they can do to accelerate their leadership in this critical area. Contributors include O2, Procter & Gamble, British Gas and Aviva.

DAY 1

MARKETING LEADER’S ROLE AS CHIEF GROWTH OFFICER

Phil Bentley, managing director – British Gas

Opening session delivered by Phil Bentley, providing inspiration and provocation on the role Marketing Leaders should play in broader business.

A VIEW FROM THE CITY

Martin Deboo, consumer goods analyst – Investec UK

An interactive session which will focus on what marketing leaders can do to influence the commercial performance of their businesses when it comes to shareholders and the external business community.

LEADING FOR COMMERCIAL PERFORMANCE & CONSUMER CENTRICITY

Roisin Donnelly, corporate marketing director – Procter & Gamble UK and Ireland

EVENING

NETWORKING DINNER

LEADING FOR COMMERCIAL SUCCESS

06–07 APRIL 2011

DAY 2

LEADING FOR COMMERCIAL SUCCESS THROUGH GREAT BRAND BUILDING

Amanda MacKenzie, chief marketing officer – Aviva Plc

LEADING FOR COMMERCIAL SUCCESS THROUGH INNOVATION

Peter Rampling, board director, consumer marketing – O2 Germany

GROUP SESSION

A group session will focus on the Marketing Leadership nuggets and inspiration gained and support participants in exploring how the learnings can help them in their Marketing Leadership journey.

ACTION PLANNING

CLOSE

**MARTIN DEBOO** consumer goods analyst, Investec UK

Martin Deboo is the consumer goods analyst at investment bank Investec in London, where he makes investment recommendations on major consumer goods firms including Unilever, Diageo and Reckitt Benckiser. In a 25 year career, Martin has developed a wide-ranging perspective on the consumer goods industry. Martin has worked at Investec since 2006, following a career as an account planner in advertising (at Publicis and BMB, now DDB) and a strategic consultant (at OC&C), where he advised both major consumer goods firms and private equity funds.

**ROISIN DONNELLY** corporate marketing director, Procter & Gamble UK and Ireland

Roisin Donnelly is responsible for marketing on all P&G brands. Under Roisin's leadership, P&G UK and Ireland has won a record number of marketing awards including 10 Product of the Year awards in 2006 and 2007. She was elected Marketer of the Year in 2007. Her previous roles include marketing director for Fine Fragrance in North and South America where she launched Hugo Boss. She also led the UK and Western European haircare business launching Wash & Go and then Pantene which both achieved market leadership.

**AMANDA MACKENZIE** chief marketing officer, Aviva

As chief marketing officer, Amanda is the first woman on the executive board in Aviva's 200-year history. Amanda has 23 years of experience in advertising and marketing, starting as a graduate trainee at agency WCRS, leaving DMBB to move in to marketing and then senior roles at Air Miles, BT and British Gas before joining Aviva in March of 2008. Amanda is a Fellow of The Marketing Society and is a member of the Government Strategic Marketing Advisory Board.

**PETER RAMPLING** board director, consumer marketing, O2 Germany

Peter has worked at O2 since it was launched in 2001. Peter joined BT in 1986, following a degree in Engineering and Business Studies. He moved into BT Wireless/Cellnet in 2000 and undertook various business and consumer marketing positions, including full marketing and business responsibility for O2's Consumer Pay Monthly and prior to that had the equivalent role for O2's Small and Medium Enterprise business. Peter is now the board director responsible for consumer marketing for O2 Germany.

**PHIL BENTLEY** managing director, British Gas

Phil joined Centrica in November 2000 from Diageo where he was Global Finance Director for Guinness-UDV. Prior to that he was group treasurer and director of Risk Management of Diageo plc. Phil was previously at BP, where he spent 15 years in senior finance roles, six of which were spent in BP's exploration businesses in China, the US and Egypt. He holds a MBA from INSEAD in France. Phil is a fellow of the Chartered Institute of Management Accountants and is a member of the Association of Corporate Treasurers.

**LEADING MARKETING INTO THE FUTURE AND PERSONAL
MARKETING LEADERSHIP ACTION PLANNING**

12–13 MAY 2011

‘Golden nuggets of advice to
take away and put into practice
– excited about the future.’

**KATIE MUNN,
E.ON**

The final module incorporates a stimulating day on the challenges of leading marketing in the future and the digital age, as well as the critical final session pulling the programme together around personal leadership action plans.

DAY 1

MORNING

HOW MARKETERS NEED TO CHANGE IN THE DIGITAL AGE

**Keith Weed, chief marketing and communications officer
– Unilever**

Keith Weed pulls the programme together with his stimulating thoughts on marketing leadership.

LEADING MARKETING IN THE DIGITAL AGE

A leading digital speaker will explore the impact of the digital age on consumer behaviour and consumer purchasing decisions.

AFTERNOON

GROUP SESSION – PERSONAL MARKETING LEADERSHIP

Steve Radcliffe will run a review session with the participants to understand how they have progressed with their personal leadership challenges highlighted at the beginning of the programme.

EVENING

NETWORKING DINNER

LEADING MARKETING INTO THE FUTURE AND PERSONAL MARKETING LEADERSHIP ACTION PLANNING

13–14 MAY 2010

DAY 2

MORNING

OBİ FELTEN director of consumer marketing, Google EMEA

Obi Felten will explore the impact of the digital age on consumer behaviour and consumer purchase decisions, specifically looking at how Google and search engines have made such an impact on consumer choice and access to information. Obi will also explain how she leads marketing at Google and the challenges she faces.

GROUP SESSION – PERSONAL MARKETING LEADERSHIP

Steve Radcliffe will continue to evolve the participants' leadership skills based upon the successes and challenges highlighted the previous evening and learning from speakers.

PERSONAL MARKETING LEADERSHIP ACTION PLANNING

Brand Learning will run a session designed to crystallise the key skills and behaviours experienced during the programme. Participants will then have the opportunity to review their personal action plans from Modules 1, 2 and 3 and evolve them, ready to go back into their businesses and on to the next step of the journey to becoming great marketing leaders.

LUNCH AND CLOSE



KEITH WEED chief marketing and communications officer, Unilever

As Unilever's chief marketing and communications officer Keith is on the Unilever Executive Board and is responsible for the Marketing and Communication functions. His role also includes leadership of sustainability, the potable water business and the Unilever Brand. Prior to this he was executive vice president for Global Home Care & Hygiene, covering Fabric Cleaning, Fabric Conditioning, Household Cleaning Products, Oral Care and Potable Water. Previously Keith was chairman of Lever Fabergé and Chairman of Unilever Export. He has worked for Unilever in the UK, France, the United States, and globally and regionally in a variety of general management and marketing roles. Outside Unilever he is a Fellow of The Marketing Society, and, as an engineering graduate, is a Fellow of the Institute of Mechanical Engineers. He is also a non executive director of Sun Products Corporation.



OBİ FELTEN director of consumer marketing, Google EMEA


Obi Felten is director of consumer marketing for Google EMEA, responsible for growing usage of Google's consumer products such as Google search, Chrome, Maps and mobile through innovative marketing programmes. Most recently Obi launched a major campaign for Google Chrome in 8 European countries, and led Google's World Cup project and partnership with FIFA. Before joining Google, Obi was head of multi-channel at jewellery retailer Signet Group, where she launched and managed eCommerce and digital marketing for H.Samuel and Ernest Jones. Previously Obi worked as a strategy consultant, and at online toy start-up eToys.

SELECTION OF PARTICIPANTS

- The programme is designed for experienced marketers who have been identified as having the potential to fill senior marketing leadership positions within the next two years.
- To ensure participants attending the programme have compatible levels of experience and seniority, involvement in the programme will be by invitation only.
- We are seeking applications from individuals who have been working in a marketing role for a minimum of five years, who are familiar with all the basic skills of marketing and who will probably already be leading a small to medium-sized marketing team.
- Applicants should be able to point to at least one marketing case history that can demonstrate their ability to make a difference in the market place.
- For members of The Marketing Society a complimentary renewal is included as part of the programme, for non-members a year's complimentary membership is rewarded upon completion of the course.
- There are no restrictions on the type of business applicants are working in at present. We welcome a diversity of backgrounds. However, preference will be given to applicants from companies with a reputation for high standards of management.
- We will also consider applications from candidates outside the UK.
- The maximum number of participants in 2011 will be 20.
- We will let applicants know if they have been accepted onto the course no later than 14 January 2011 .


BOOKING INFORMATION

To book a place or find out more about the Marketing Leaders Programme, call or email Sarah Woodley:

 020 8973 1360/1372

 sarahw@marketingsociety.co.uk

Alternatively, you can download an application form and send it to:

 The Marketing Society
1 Park Road
Teddington
Middlesex TW11 0AR

 www.marketing-society.org.uk/develop/marketingleaders

Venues

Modules 1 and 3 will be held at:
Warren House, Kingston-upon Thames, Surrey.

Module 2, day one will be held at the respective offices of the companies holding the seminars with overnight accommodation at Warren House, and day two will be held at Warren House.

Cost per participant

The cost per participant will be £8750 + VAT.

This will include food and accommodation for two nights during the initial workshop, one night on Module 2 (between day 1 and 2), and one night on Module 3 (before the concluding workshop).



THE MARKETING SOCIETY
1 PARK ROAD
TEDDINGTON
MIDDLESEX TW11 0AR
020 8973 1700
WWW.MARKETING-SOCIETY.ORG.UK
INFO@MARKETINGSOCIETY.CO.UK