



WORSHIPFUL
COMPANY of
MARKETORS

MARKETOR

ISSUE 82
AUTUMN 2019

Marketors amid the splendour of the Egyptian Room

The Marketors' annual 'Ryder Cup'

Reaching out

The annual banquet at Mansion House

More Great Events to come this year

How did you do on the quiz?

MARKETOR

AUTUMN 2019 ISSUE 82


The Livery Company Magazine
for Marketing Professionals

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Editorial

Producing a 20+ page magazine of the quality of Marketor four times a year is a huge task and I should know, as I did it for three years between 2012 and 2015. I must have loved doing it, as I jumped at the chance when I was asked by Master and Wardens if I would 'guest edit' the Autumn edition.

I can only think that my enthusiasm for the task is proof that editing is rather like childbirth – after the last edition, you swear you'll never do it again ... However, when it's only one, it's actually a huge amount of fun and, even as a seasoned member, it's reminded me just how much we Marketors do in a short space of time, from tireless work on Outreach projects to donning best bib and tucker for our annual banquet at Mansion House, not to mention organising debates, mentoring younger marketors and playing golf!

So, looking at the breadth of our activities and the skills and talents possessed by Marketors from every part of the broad church we call marketing set me thinking. What about offering this opportunity to other Marketors? Like any business, unless we change, diversify and innovate, we stagnate, so let's widen the pool and find new people with new ideas.

Jane Wharam
Liveryman

Yes, we have a lot of tradition within the Company and wider City, but alongside this we need the injection of new ways of thinking, innovative suggestions and just a different approach.

Consequently, we're thinking about having more guest editors in the year to come. Could you be one of them?

Do you have a burning desire to call Ruddocks – our brilliant, incredibly patient and helpful publishers – asking them to hold the front page? Can you be ruthless with the metaphorical red pencil? Do you have a tendency to mentally correct any copy you read? If the answer to any of these questions is 'yes', then please let us know.

Of course, you wouldn't be left to your own devices. There is a small team of dedicated helpers to ensure that we comply with City protocol and don't misplace our apostrophes. All you need is a desire to be part of the Marketors' communications team and get your name out there!

If the idea interests you, please make yourself known to Alex Conabeare, Chairman of our PR & Comms committee. We're a friendly bunch and always open to suggestions. Please start making them!

City and Livery Quiz Answers

Answers to the quiz on page 27 of the Summer Issue of Marketor.

1. Goldsmiths' Hall for the annual Trial of the Pyx. Ensuring newly minted coins meet the required standards
2. A red book called "Rules for the Conduct of Life" given to all on admission to the Freedom of the City
3. To avoid the danger of selling short-weight the custom arose of bakers giving 13 loaves for every 12 bought, the extra one being called the "vantage loaf". Hence 13 being a Bakers' dozen.
4. Sir Richard Whittington (1397, 1398, 1406 and 1419)
5. In 1932 the Court of Aldermen conferred the status of Livery to a new Company (Master Mariners) for the first time in over 200 years – becoming the first "modern" Company. While representing England's oldest industry, the Farmers only received grant of livery in 1952 due to long standing resistance to farmers being able to directly trade their produce in the City.
6. An often fractious dispute between the Merchant Taylors and Skinners livery companies was finally settled in 1484 when the Lord Mayor ruled the companies would swap each year between sixth and seventh place in precedence.
7. They are known and listed as a Worshipful Society, not a Worshipful Company
8. Formal Lord Mayors' portraits for the period from the first to the second female Lord Mayor.
9. The Lightmongers. 110 was the City voltage at the time of its formation, but membership increased to 240 in 1984 to match the revised City voltage at that time.
10. The Ward Beadle. There is evidence of this role being an elected office prior to 1066. (The Sheriffs before 1130 were appointed by the king)
11. The Master Bowyer
12. The Chief Commoner
13. Past Master Tom Corrigan – Maker of Playing Cards, Stationer, Marketor

The Master's Column

Andrew Cross
Master



With three quarters of my tenure already behind me, it seems as if time is flying! Whilst the past nine months have provided opportunities to spread the name and the fame of the Marketors, they have also given me experiences that will live with me for a very long time.

I have been fortunate to meet many Masters across the Livery over the months and I am delighted that the Marketors are held in very high regard, not only for our reputation as an active Company within the Civic City, but also for the considerable amount of time and effort that goes in to our Outreach and Mentor initiatives. I

want to thank you, the members, for achieving this admirable profile for the Marketors' Company. It never ceases to please me when other Masters and liverymen comment on our good works.

Marketing is forever evolving, as we have seen over the past few years, and there is no doubt that the next decade will see even more changes. We, as the City's representative Livery Company for marketing and communications must ensure that we adapt and adopt these changes. The new technologies, the diversities of communication, of personnel and attitudes must all be taken into consideration and accommodated if we are to remain at the cutting edge.

This year we have started to take a close look at the Company in the light of these contemporary challenges and our prognosis for the future. This is very much work-in-progress and I look forward to updating you as ideas emerge, are developed and subsequently approved by the Court. Every so often it is important to give you the members the opportunity of interacting with the Master and Wardens regarding the management and direction of

the Company. For this purpose a Common Hall of liverymen of the Company is planned in January. Freemen may attend as observers. A review of 2019 and plans for 2020 will be presented.

Turning to our autumn programme, the first highlight will be our Annual City Lecture given by Tim Delaney, Chairman & Executive Creative Director of Leagas Delaney, on 17 October. This will be followed on 30 October by our Bowden Charter Dinner at the recently re-opened Butchers' Hall, at which Sir Lloyd Dorfman CBE, a well-known entrepreneur and philanthropist, will be our guest speaker.

I hope you agree that the Company is in good spirits (a pun the Master Distiller, our liveryman Martin Riley, may enjoy), so much so that we are joining with the Distillers' Company on 5 November to discuss Alchemy as a relevant theme for both companies.

Both Carol and I are looking forward to the next three months and your much appreciated contribution to our shared experiences in the life of the Company.

14. A bridge was put up by Constance Knollys across Seething Lane from her house to her rose garden
15. The most used mnemonic to help remember the Great 12 companies in order of precedence eg. Mercers, Grocers, Drapers, Fishmongers, Goldsmiths, Skinners, Merchant Taylors, Haberdashers, Salters, Ironmongers, Vintners, Clothworkers
16. Information Technologists
17. A small house
18. Weavers
19. They have both been granted by Royalty the term Honourable Company, rather than Worshipful.
20. Dip the corner of your table napkin into the iced rose water. Pat or gently rub the damp corner behind each ear in turn. Traditionally supposed to stimulate the vagus nerves and help prevent gastroparesis
21. Sorry. (You have been hogging the decanter of port and should now pass it on to your left)

22. Seagulls' eggs. The Gulls' Eggs Luncheon is in aid of Cure Parkinson's Trust
23. The Drapers gave the Carpenters use of their hall after Carpenters' Hall was bombed. The Carpenters had given the Drapers use of their hall after Drapers' Hall was damaged in the Great Fire of London.
24. The right to elect the Lord Mayor (ie: not to be appointed by the King)
25. Twenty-two. While there are 25 wards, Dowgate and Vintry have a combined club, as do the two Farringdon wards. Bread Street does not have a ward club.
26. The original Lord Mayor's Show took place on the Thames. The supporters were on barges.
27. The Bowyers
28. They have a Prime Warden rather than a Master
29. The Senior Alderman below the Aldermanic Chair (the next likely Lord Mayor)
30. HQS Wellington – as HMS Wellington, a Grimsby Class loop

31. In the formal ceremony of swearing allegiance to the crown, the Master of the Rolls was asked if the Lord Mayor was a suitable person to be appointed. She was his wife.
32. At Bank on The Royal Exchange – on the triangular tympanum.
33. The Samuel Montague Collection of paintings.
34. The Fanmakers
35. A scissors, paper, stone challenge between the two Masters
36. HRH The Princess Royal
37. The Skinners
38. Patrimony, Redemption or Presentation
39. Gog and Magog
40. The final work an apprentice may be required to produce to prove his fitness and skill within his acquired trade at the conclusion of his indenture. May be given as a thank you gift to his Master

Mansion House air conditioning preserves our optimism

Roz Morris
Liveryman

It was a very hot day and a very hot evening. It was an exciting and historic day – the day on which we lost one Prime Minister and gained a new one. Wednesday 24 July 2019 was also the day the Marketors dressed up and went to the Mansion House for our annual banquet to the Lord Mayor.

We had a sparkling wine reception followed by our banquet in the magnificent Egyptian Hall, complete with the Ceremony of the Loving Cup, music from the London Banqueting Ensemble and a splendid fast-paced performance of the Post Horn Galop (*not a misprint – it really only does have one 'l' – Ed*)

Our Master, Andrew Cross, has as his theme for his year 'Optimism Offers Opportunity'. Trailing in his wake somewhat I feel, our hours old PM, Boris Johnson, spoke in his first speech of optimism and opportunities, and media commentators immediately remarked on his optimistic spirit even in the face of the same old very difficult problems with the same old huge issues of you know what.

However, in the splendid surroundings of the Mansion House we got away from politics and the 'B word' and also escaped from the heat, as the 21st century air conditioning in the 18th century Egyptian Hall was extremely

efficient. No worries about overheating at our banquet which had as its main guest Alderman Sir David Wootton, a Late Lord Mayor of the City of London.

He brought the apologies of the current Lord Mayor, Alderman Peter Estlin, who is the 691st Lord Mayor and was unable to attend as he was in Manchester on City of London business. So, Sir David, who was the 684th Lord Mayor in 2011-12, spoke to us as the Representative Lord Mayor, a description used if the Lord Mayor is absent, but not abroad.

This was very appropriate for us, as Sir David couldn't be with us at our Mansion House Banquet during his year as Lord Mayor. After all, he only had the 2012 Olympics



Sir David Wootton making his speech

and the Diamond Jubilee to worry about, as well as countless other responsibilities at the time... So we were delighted that he was finally able to join us seven years later, accompanied by his wife, Elizabeth.

Sir David told us that 'Optimism Offers Opportunity' showed the positive and forward thinking approach of the Master and the Marketors and this attitude was shared by the current Lord Mayor whose own theme is 'Shaping Tomorrow's City Today'. He thanked us for our awards which help to bridge the gap between marketing and academia. He also thanked our Past Master Andrew Marsden who would soon be off to China with a City of London delegation.

Our Master modestly said that, as the last speaker of the evening, we were probably all hoping that his speech would be the shortest of the evening and if we were, he delivered against our hopes, rounding off the evening with a series of thanks to everyone who had contributed to the evident success of the evening.

First of all, the Master thanked Sir David for a splendid and thought provoking speech that addressed the theme of 'Optimism Offers Opportunity'. As Andrew pointed out, his theme is particularly relevant as we enter another period of change when the opportunities

available to us need to be grasped firmly with appropriate optimism.

The Master also thanked the Lord Mayor for his very gracious hospitality in allowing our Company to use Mansion House for our banquet and presented Sir David with cheques for The Lord Mayor's Appeal, including one from the proceeds of a competition at our very successful, annual inter-livery golf day, as well as a cheque from the Marketors' Trust in support of the Mansion House Scholarship Scheme.

Andrew was also proud to say that WCM continues to flourish, drawing new members from various parts of the marketing spectrum and providing the City with the "go to" company when it comes to communications, marketing and advertising. He concluded by saying:

"The Marketors participate actively in many tasks involving City initiatives and, while we may be one of the "modern" livery companies, the craft of marketing has, in its many facets since time immemorial, been an intrinsic part of successful commerce. It is important that we maintain and further strong bonds with both the City and the marketing industry to ensure that the importance of marketing is fully recognised.

"Earlier this evening I was pleased to welcome to the Company 11 new Freeman and one Freeman was clothed in the Livery. I am also pleased to welcome the very first Marketor Scholars this evening and hope that this accolade will benefit them and provide opportunities to assist in moulding their careers."

Other guests

We had many distinguished and interesting guests at our banquet who were welcomed by Senior Warden Lesley Wilson in her speech. These included Major Ed Lewis from the Royal Logistic Corps representing 151 Regiment, the Marketors' established military affiliate for the past 20 years; John Wotton, Master Solicitor and



The Master flanked by all the new Freeman



Clerk, Master and the Beadle



The Master flanked by our guests

President of the City of London Law Society with his Clerk, Linzi James; Alderman Alison Gowman, Master Plaisterer, a solicitor and first female partner at DLA Piper, with her Clerk, Nigel Bamping; Lesley Day, Master Tyler & Bricklayer, accompanied by husband Malcolm and hosted by our Past Master Sally Muggeridge and David Williams; Geoff Hughes, Master of the Worshipful Company of Wales accompanied by wife Sue and hosted by Dr Keith Williams.

In addition, Lesley introduced Christopher Hayward, Sheriff-Elect for 2019-20 and former Master Pattenmaker; Alderman Vincent Keaveny, Aldermanic Sheriff 2018-19, with his wife, Amanda; and the Honourable Liz Green, Non-Aldermanic Sheriff for 2018-19, accompanied by her husband Peter.

Lesley pointed out that Liz Green came into civic life after a successful marketing career in retail. As she noted, this stood Liz in good stead when she visited our stand at the recent City Livery Schools Link Careers Fair and rather accurately dated our product packaging display showing the evolution of the Kellogg's cornflakes brand!



The London Banqueting Ensemble



The Master in conversation with Alderman Sir David Wootton



Past Master The Rev'd Sally Muggeridge delivering Grace



Our Assistant Clerk, Liveryman Doreen Blythe, bedecked with flowers

Lesley added that aside from marketing and communications skills, Liz also has an impeccable Livery heritage. She is a third generation Master Framework Knitter, and her mother, Baroness Byford, was Master Farmer. In fact, they are the first mother and daughter to both be Master of a City Livery Company.

Our evening ended after our Master thanked our Learned Clerk John Hammond and Assistant Clerk, Liveryman Doreen Blythe for all their skill and hard work in organising our banquet; thanks that we all applauded.

Stepping outside Mansion House to wait for my car home (It's the law. I cannot go on the Tube in a glamorous long dress!) it was still very warm, and I composed a Tweet with a picture taken by my personal photographer – otherwise known as my husband Malcolm. I tweeted how much I had enjoyed the Marketors' banquet in 'the air-conditioned splendour of the Mansion House'. Yes, I know you all think I lead a fabulously exciting life – but honestly even I can't say that every day.



Senior Warden Lesley Wilson welcoming our guests



A new badge for the Marketors

The new Master's Badge was designed and made in the workshop of Clive Burr, one of Britain's leading silversmiths. Clive is a Liveryman of The Goldsmiths' Company and has his studio and workshop at the Goldsmiths' Centre.

The new badge contains all the elements of the Company's coat of arms with additional decorative features. The badge is crafted in silver with gold plated details, coloured enamels and gemstones including diamonds, rubies and tsavorites.

The design explained

Topping and tailing the badge, the cornucopia is a symbol of prosperity and plenty and the motto: *Mercatura Aduvat Omnes* translates as 'Commercial activities (Marketing, to us) benefit everyone'.

In the shield, the meaning of the various symbols add to the overall message:

- The sailing vessel indicates exploration and development of markets and distribution of goods
- The scales represent the London's commodity weighing scales



- The great beam is a symbol of marketing and mercantile activities

The castellations around the badge are an extension of the mural crown in the coat of arms, representing the walls of the City of London, while the red and white roses, also from the crown are further symbols of prosperity and plenty.

Finally, the Sea Dagon Supporters indicate that London is a port, while the four roundels or coins on their wings denote mercantile activity and are in a cross formation, hinting at the Cross of St George. The red suns on their breasts represent energy, enterprise, health and benevolence.

Clive Burr

For the last 30 years, Clive has been producing design led, handmade silverware and jewellery of the highest quality. Specialising in creating exclusive pieces and prestigious bespoke commissions including presentations for Her Majesty the Queen, the late Queen Mother, Middle Eastern royal families, Number 10 Downing Street and London Livery Companies including the Worshipful Company of Goldsmiths. He also has work in the Victoria and Albert Museum Collection.

The design emphasis underlying Clive Burr's work has always been one of clean elegant lines and contemporary shapes, where the craftsmanship and beauty of the materials speak for themselves.

Admissions at the Ceremonial Court

It was a hot evening to be robed but the Marketors don't let a small detail like ambient temperature get in the way of a busy admissions agenda and, as Master Andrew Cross was to say in his speech later in the evening, membership is thriving, which was reflected in the number of new Freeman being admitted.

New Court Assistant



Diana Tombs

Diana became a Trustee of the Marketors' Trust in Spring 2018 and still serves as a Trustee, looking after all the Trust's communications.

She is on the Membership Committee and the Membership Interview Panel. She is also the co-organiser, alongside Past Master Michael Harrison, of the WCM Livery Fellowship Golf Day, and a member of the Events Committee. Outside the Marketors, Diana is very involved with her local community as the lead author, marketer and promoter of her local Neighbourhood Plan and is very active in local planning issues. Her personal interests include travel, dancing, photography, keeping fit and music.

New Liveryman



Nicola Wordsworth, who became a Freeman in 2018, has embraced life as a Marketor with gusto, serving on the Events Committee, as well as being an Outreach volunteer. Nic is also an active executive as owner of two companies and is currently becoming an e-mentor with the Prince's Trust on behalf of the Marketors.

New Freeman



Tina Bradley

Tina worked in marketing in the press office of Derriford Hospital, before setting up multiple businesses, where she is CEO and Marketing Director. She has been involved in marketing for the past 20 years and specifically digital marketing since 2008. Tina is a keen foodie and enjoys politics and travel.



Nicole Dunlop

Nicole graduated with a BSc Hons degree in Fashion Management from Manchester University. After several years as a fashion marketing consultant, she became Head of Marketing for Hunter wellies. Nicole is now a Director of Programmes at the London College of Fashion, specialising in Fashion Marketing.



John Greager

John has had a keen interest in marketing since university in New Zealand, where he attained a law degree and a commerce degree majoring in marketing and communications. Having lived in the UK since 2000, John is now Head of Litigation at Maddox Legal, a law firm in the City of London, and is Chair of the firm's marketing committee. He is also one of London's most renowned 'fashion' lawyers and sits on the Board of the Commonwealth Fashion Council.



David Grint

David is CEO of Housing Partners Ltd, where marketing is at the top of the agenda, given that, in his opinion, it sits as the major link between the organisation and the customer or end user. A passionate marketer, he hopes to become a passionate Marketor and will serve on whichever Committee the Master believes will make the best use of his skills. Outside work, David coaches junior rugby, football and cricket.



James Kelliher

James is CEO of Whiteoaks International, one of the UK's leading technology-focused PR consultancies, which also happens to represent the Marketors. He is the majority shareholder in the business and provides high level strategic and consultative guidance to major clients and their senior stakeholders. He and his team work very closely with the Comms & PR Committee and James is keen to keep the momentum going personally now he's a Freeman of the Company. Outside work, James enjoys watching and playing sport, particularly football, cricket, golf and sailing. He is also fond of live theatre and music.



Cheryl Laidlaw

Cheryl is a serial entrepreneur and connector. She is the founder of 'Website in a Day' and has been in marketing for more than 10 years, building brands and making them stand out. She is passionate about helping small businesses achieve their marketing goals.



Simon Leadbetter

Simon previously ran his own agency and then went into Financial Services for Abbey National, AXA, Prudential & Fidelity. He now heads up a team of 140 marketers in EMEA & APAC for Knight Frank, encouraging them to take CIM qualifications. Outside work, apart from raising two boys with his wife Emily, Simon is a keen fell walker.



Digpal Singh

Digpal is film producer, founder and Director of Patron Production Ltd. He has produced marketing campaigns for various multi-nationals and produced feature films, print and motion adverts. He has a Masters in photography, a degree in business management and is an Associate of the Royal Photographic Society of Great Britain. Digpal is a big Harry Potter fan and believes in everything magical.



Andrew Skeen

Andy runs his own marketing consultancy and copywriting business which boasts some of the largest and most successful asset managers in the City of London as clients. He is now running a creative agency in partnership with Found Design Ltd. He hopes to use his skills on the PR & Comms Committee and to become an active member of the Company. Outside work, Andy lives in rural north Hertfordshire and in his spare time enjoys looking after his small holding, including poultry, orcharding and a veg patch. He is looking forward to playing an active role in the Company and getting to know everyone.



Dr Sarah Turnbull

Sarah is Director of the DBA programme of the University of Plymouth and a Principal Lecturer in Marketing. She has held senior roles in advertising, both in the UK and internationally. She has co-authored two leading textbooks on marketing communications and published her research in internally recognised journals. Sarah is on the Editorial Review Board for the International Journal of Advertising.



Chloe Webb

A Chartered Marketer for more than five years, Chloe has over 15 years' experience in the management consultant and legal industries specialising in CRM and Digital. She was attracted to the modern/traditional balance of the Company and is now at the stage in her career where she wants to give something back. In her spare time, Chloe enjoys travelling and watching motorsports.

Academic Award winners



Dr Severina Iankova, University of Bath School of Management

Severina won her award for her research identifying the challenges organisations face in the social media environment. Her study provides a roadmap in terms of implementation approaches, and strategic usages of social media and reveals the importance of a co-ordinated and collaborative approach towards social media implementation that varies across businesses, determining different strategic approaches to social media marketing.

When she isn't working, Severina is an avid reader, potentially in any of the six languages she speaks.



Siling Tan, Cambridge Judge Business School

Siling said that to be recognised amongst the company of marketing veterans at Mansion House this summer was a huge honour and becoming a Marketing Scholar has opened new doors she did not think possible, such as participating in a Mentoring Programme and networking opportunities with Younger Marketers.

As an international student whose ties to the country were primarily formed through her alma mater Cambridge University, this award and its opportunities have created a deeper affiliation with the City of London for her. Going forward, Siling plans to embark on a new entrepreneurial journey and might also transform her case study into a business book. Marketing will remain central to both of these endeavours. In her spare time, she enjoys song-writing and playing the piano.

Tri-Livery Digital Media Group event

How Blockchain is changing our lives

This annual event sponsored by the Stationers, Marketors and IT Companies held at Stationers' Hall on Monday 16 September, focused on a discussion that aimed to unlock and demystify what is often assumed to be a highly technical subject solely about cryptocurrencies. The evening was shaped around introducing us all to this new form of security in transmitting data and recording transactions.

The aim of the debate was to to unlock and demystify what is often assumed, wrongly, to be a highly technical subject solely about cryptocurrencies. And the message was that, in our everyday personal and professional lives, Blockchain underpins stuff we take for granted.

The Master Stationer welcomed a lively audience on behalf of his fellow Masters of the Information Technologists and Marketors. Our Chair for the event, Eric van der Kleij, entrepreneur and adviser to government, entertainingly introduced the subject.

Eric drew an apt analogy with



the early Stationers (and possibly Scriveners?) who would write and record early transactions in registers or ledgers. This was a single record of events. That is what blockchain provides today – a ledger used by everyone and synchronised by those who agree to use it and recognise its authority and validity. In effect this is a 21st century solution to one the 15th century stationers were dealing with.



Eric went on to wonder whether the financial crisis could have been averted if Blockchain had existed, as there would have been transparency and one version of the financial "truth" and that this "disruptive" technology might return trust to financial transactions. Disruptive because it is shaking up assumptions and ways of working entrenched for centuries.

The panel of experts at the event all operate in this field:

- Rob Gaskell, CEO and co-founder 2030 Asset Management and Group Head of Risk, who works with the London Stock Exchange.
- Steve Ackland, CEO AiM brought his direct experience of micro service platforms with his example of pensions tracking in development for government where the integrity and immutability of data is sacrosanct.
- Dr. Stylianos Kampakis provided an expert research overview and perspective, explaining that he shifted to Blockchain when he realised it was much more than Bitcoin.
- Erica Stanford shared her practical insight and guidance on real life Blockchain in use as a co-founder of blockchain projects and networking events.

Preventing data leaks

As the speakers pointed out, the Equifax, Ashley Madison and other data leak scandals happened because large unique databases of sensitive data were stored centrally in one place. This made them prime targets for the hackers. Blockchain delivers the option of storing data locally and, because there is one accepted version of that data, it is held and copied in multiple computer networks around the world and no one source has the entire store.

Challenges to Blockchain use

But there are challenges in looking at what might prevent Blockchain from being useful. Questions from the audience explored these themes. However, scalability is improving from the issues of the costs of energy storing all those fragments of data. Despite this, regulators have been sceptical and adoption challengers include those who want to see proof it is delivering and that copies of data will not leak from multiple versions.

The millennials don't need to be convinced, however. The image of the millennial pensioner investing in cryptocurrencies is probable. This technology fits with their lives. The Facebook Libra currency project is game changing, as Facebook has more daily users, and money, than any central bank

If you ask yourself whether Blockchain delivers its promise of better security, increased efficiencies, more personal control and mobility of data, safer banking and more transparent contracts, then think about being able to follow exactly how your charitable donation is spent and on what; checking your Doctor's credentials on one globally recognised database; certainty of land title? Blockchain powers this potential.

Putting his money where his mouth is

Eric ended with a personal story. Since 2014 he has taken payment part in Bitcoin. He has funded the weddings of his



three daughters from his Bitcoin profits and was one of the first to pay tax on his cryptocurrency gains. Pioneering trust indeed. Some things do not change!



Whether we realise it or not, Blockchain is already a core part of our lives. The Master of the Worshipful Company of Information Technologists closed the evening and responded, confidently, to the Chair's earlier comment that perhaps there would one day be a Worshipful Company of Blockchain by demonstrating that the Tri Livery was exactly that.



The Company's Treasure

The valuation of the Company's treasures took place on 12 August. The valuation was conducted by the Goldsmiths' Company with our treasure curator, Liveryman Tim Keen, in attendance. All items that were previously valued in 2012 were revalued and a number of more recent acquisitions, including the new Master's Badge



were valued for the first time.

We have now received the valuation report, which will ensure that the treasures are sufficiently insured. Tim has also produced a draft guide to the Company's treasures, which provides detailed information on each item, including the provenance and an illustration.

IN MEMORIAM

Edward Fulbrook (1943 – 2019)



It is with great sadness that we have to inform you of the passing of Liveryman and former Court Assistant Edward Fulbrook on Monday 9

September following complications arising from a scheduled operation.

Edward was a much-loved member of the Marketors and tireless worker

on behalf of the Company. He held many offices over the years and organised many a Master's 'weekend away', which were always a great success.

A gentleman of the old school, Edward was an entrepreneurial spirit and true bon viveur and will be much missed by those who knew him.

There will be a full obituary in the Winter edition.

The Merchant Adventurers

David Williams
Liveryman



It is perhaps just a small twist of our history that we are not today known as the Worshipful Company of Merchant Adventurers. In the years leading up to the eventual establishment of the Marketors as a Guild in the City of London, the early documentation and correspondence of the founders consistently refers to establishing the Guild of Merchant Adventurers.

This was clearly the preferred and settled name of the proposed guild with the Golden Hind being the early logo adopted on its correspondence with the City. In the event, at a fairly late stage, this long proposed name was found not unencumbered for use. After some intense and urgent discussion, the founders instead settled on the fabricated name of 'Marketors'. The Golden Hind however managed to survive, incorporated to be part of our Coat of Arms.

The merchant adventuring spirit today lives on in the Company, represented by global leaders in the marketing profession. However, little may be known by members about the original Merchant Adventurers. They were a prominent force for many centuries in the development of London as a trading capital and port. This article looks at who they were and what they did.

The Merchant Adventurers

Back in the 13th century, central to most trading activity were clothes and food. With ideal climatic and geographic conditions for the rearing of sheep, Britain had established a major wool industry and some merchants who bought and sold woollen cloth found it expedient to join forces. With roots that go back to the religious Fraternity of St. Thomas of Canterbury, in due course they formed what came to be known as the Company of Merchant Adventurers.

The Merchant Adventurers were trading capitalists. They rose to prominence by buying, and then exporting, woollen cloth from England to foreign markets, mainly in Europe. While their membership came to be dominated by London merchants, regional branches of the company were established in the major centres of the wool trade including Exeter, Norwich, Ipswich and York.



The Merchant Adventurers comprised some of the leading mercantile entrepreneurs of their day, but this did not mean they believed in a free market open to all. They had competition in wool exporting from the Merchants of the Staple and therefore had to fight hard that the right to export woollen broadcloth to foreign markets remained firmly within their own hands. In 1407 under King Henry IV, and then in 1505 under King Henry VII, the Merchant Adventurers managed to gain important Royal Charters. These gave official recognition to their importance and provided them with significant powers. Their trade was not one way – the Company acted as importers of a wide range of foreign goods. Known to have been brought back are wine, fish, iron, wood, dyes and salt.

The Charters gave the Merchant Adventurers the ability to levy a membership fee. This was set deliberately high as a way of ensuring that the Company could operate as an exclusive club and

that a restricted number of merchants could freely trade in woollen cloth. The Charters specifically allowed the Merchant Adventurers to exert control over the port of Antwerp, which held a key position for the English wool trade. Indeed, it was the main entry point for exports into the markets of western and northern Europe and, in controlling who could sell English cloth in Antwerp, the Merchant Adventurers could enjoy an effective monopoly over the European cloth trade.

Trading abroad

Exporting goods abroad in those times, although highly lucrative over the long term, could also be

an expensive and risky business. Ships packed full of goods would be worth a fortune, a tempting prize for some. Loss of ships or their cargos was just one of the many challenges faced by the Merchant Adventurers but they had the ability and scale of trading business to sail as a fleet when required.

Despite the risks, the power to determine who could trade, and where, allowed the Merchant Adventurers to grow rich on the back of the English woollen cloth industry. However, this power and prosperity was not to last forever. Around 1550, the fortunes of the Merchant Adventurers started to change. The demand from Continental Europe for English woollen cloth stalled and then completely fell away in the years that followed. Conflict inevitably ensued between the Merchant Adventurers and the powerful Hanseatic League as the respective Companies vied for trading rights. English merchants were forced to leave Antwerp and Emden and tried to settle in Hamburg, but the Hanseatic League backed by the Emperor forced the city to expel them. Emden was tried again in 1579 and the Adventurers managed to remain there until 1587. However, remaining trading in different parts of Europe became an increasingly fraught business for the English merchants.

By the beginning of the 17th century the attention and investment of many wealthy London merchants, largely members of the Great Twelve Livery Companies, switched to new opportunities further afield. Exclusive territorial rights were being granted by Royal Charter to newly created trading companies. For instance, chartered in 1600, the "Governor and Company of Merchants of London trading into the East Indies" came to become the best known and most successful. Better known as The East India Company, it traded in cotton, silk, indigo, dye, salt, spices, saltpetre, tea and opium and established the British



presence firmly in India. Similarly, but less successfully, The London Company (also called the Virginia Company of London) was chartered in 1606 with the express purpose of establishing colonial settlements in North America.

Many prominent and successful traders of the Merchant Adventurers invested funds in these new companies and the opportunities they presented. Trade for the long established Company of Merchant Adventurers also started to recover as they searched for new trade routes in the hope of unlocking fresh and lucrative markets, looking beyond Europe's northern ports to the Russian Empire of Ivan the Terrible. Other Merchant Adventurers began to import spices and other goods from the Far East obtained overland and purchased through the eastern Mediterranean ports.

A Guild in all but name

The Merchant Adventurers operated very much like a guild, being a membership body, but they were never a Livery Company. Instead, most of their prominent members in London were liverymen, initially mostly Mercers, but later with membership spread widely across the other Great Twelve Companies.

The Company lost and regained its monopolistic privileges at different periods of time, regularly suffering

trouble with interlopers - traders who were not 'free of the company' (or members), but who attempted to trade within its privileged area. The Merchant Adventurers of London still existed as a trading company at the beginning of the 19th century.

Today, little physical reminder of the Merchant Adventurers is to be found in London. The famous Merchant Adventurers Hall in York is often visited by London Livery Companies, the latest Marketors' trip being with then Master Sue Garland-Worthington. The Merchant Adventurers of York were incorporated as the 'Mistery of Mercers of the City of York' in 1430 and chartered as the Society of Merchant Adventurers of the City of York in 1581. Today the Merchant Adventurers of York operate as a provincial guild, with a Governor instead of a Master.

The Merchant Adventurers embraced many aspects of global marketing. One might reflect on how different our Company profile might be today had our founders been successful in securing the preferred Merchant Adventurers name. Arguably the adoption of the Marketors name in 1975 left scope in the City for the World Traders and Entrepreneurs to be later established embracing much of the spirit of seeking or selling new products and services within a global market.

How communications in the UK have developed since 1516

A tale of Outreach and the Postal Museum

Graham Storey
Liveryman

For every Outreach project there is a Marketors' Outreach volunteer managing it, providing advice and some skills transfer.

This allows the 'good cause' people to do the marketing work themselves, as defined in a previously agreed Outreach marketing brief. The Outreach programme helps the Marketors deliver one of the Company's four Aims, this one being "To give back both financially and in kind".

There are many different organisations that have been or are being provided with Outreach's pro-bono marketing support. These range across the country from very small charities to surprisingly nationally known names who all need marketing advice. The example described here is The Postal Museum.

Outreach volunteers

Outreach volunteers are prepared to give some of their time and share whatever is needed of their marketing skills to guide those working for a good cause, or maybe more than one, depending on the volunteers' own time constraints. Some projects only need about ten hours involvement, while some need more time.

No two projects are ever the same. But why do the Outreach volunteers keep doing the projects?

Some people think that, as our marketing careers gives us good things, we should recognise that by giving something back. Other volunteers have said that, with years in specialist marketing roles, it does them good to get out of their comfort zone, listen to those needing some help and start advising on some marketing basics that meet the needs of the recipient organisation.

Some volunteers have found that their Outreach project activities can add value to their professional CVs, showing a better understanding of helping others with different life experiences to get good marketing results, sometimes working with no budget, just imagination.

Another common comment is that Outreach volunteers can be asked to engage with an organisation and then find that their expertise is welcomed in an unusual place that is normally hidden from view, literally. Some organisations operate from historic estates and buildings, so being an Outreach volunteer really can open doors and introduce them to some very interesting people, places and marketing challenges.

An increasing number of Outreach projects across the UK and beyond means there is always a need for more Outreach Directors geographically close to the organisations. More details can be found in outreach@marketors.org

The Postal Museum

The Postal Museum charts the history of the postal service from Henry VIII to the modern day. It starts its story at the point the Royal Mail was founded in 1516, when Henry VIII knighted his Master of the Posts, Brian Tuke.

Although initially designed only for the use of the monarch and his Court, Tuke had the influence and authority to establish posts in London and selected towns across the country and so built a formal mail network.

Each town had to have three horses available to transport packets of royal letters and bring back news to court. Busy towns kept a special stable, known as a post, ready to carry mail at a moment's notice. That's how the new mail service gained the name we still use today - the post.

The Museum has a letter from Sir Brian Tuke to Thomas Cromwell, the Chancellor of the Exchequer, suggesting 'that posts be better appointed, and laid in places most expedient; with the commandment to all townships in all places, on pain of life, to be in such readiness, and to make such provision of horses at all times, as no tract or loss of time be had in that behalf'.

The postal network grows

The launch of the Company of Merchant Adventurers of London brought together London's leading overseas merchants and, by 1550, the City of London had its own privately funded 'Merchant Adventurers' Post', communicating with traders and merchants based in continental Europe. The Museum has a letter sent from Italy to Bartholomew Corsini, a Florentine merchant based in England, asking questions about shipping trunks (the old fashioned equivalent of shipping containers) to Italy via Hamburg, Augsburg, Nurnberg and Cremona. In 1619, the office of Postmaster General for Foreign Parts was created, but it was still for Royal use only. The mail service with foreign countries was very small in the 1600s and 1700s and, by 1660, the Foreign Post Office, as it was called then, only had a staff of four people.

Going public

In 1635 Charles I extended the use of the King's Posts to the public, renaming the post stables as Letter Offices. Originally, the cost of postage was paid by the person receiving the letter, with the cost depending on the number of pages sent and the distance they travelled. If people had very little disposable income, the arrival of the postman could be expensive. People went to great lengths to pay as little as possible.

For example, some would write cross-ways several times on the same sheet, which was harder to read but cheaper to send. Some people even concealed messages on the outside of the letter so that the message could be read and the letter handed back unopened - which meant the recipient didn't have to pay.

Checks and balances

Date stamps, which are now known as postmarks, were first used in England. They were originally introduced because of complaints about delays to the mail.

In order to manage this, Colonel Henry Bishop, Postmaster General

from 1660 until 1663, introduced an inked, stamped mark in 1661 to 'put upon every letter showing the day of the month that every letter comes to the office, so that no Letter Carrier may dare to detain a letter from post to post, which before was usual'. The use of a postmark has since been duplicated across the world.

Different means of transport

As Britain's political and commercial interests spread across the globe, seagoing boats called packet ships were used as a secure way to deliver mail, including letters and packets, to and from our colonies and trading partners. Packet boats were in operation as early as the 1600s, with the first recorded route in 1660 from Harwich to Holland. The Museum holds records detailing both the movement of inland and overseas mail by sea, such as log listings, contracts by companies for the conveyance of mail, voyage records and packet boat reports.

By 1670, six designated, national post roads between London and major towns or seaports carried mail in and out of London. At a more local level, within the City of London, merchants used a privately funded Penny Post system set up in 1680, which would deliver letters by hand to recipients at home, at work or even in a coffee house. Merchants loved the convenience of the private Penny Post service in London. However, for reasons best known to himself, the King's brother forced its closure in 1682, but then reopened the service as part of the national mail service.

The guardian of communication

The Postal Museum has centuries of communication history to tell and is certainly a 'good cause'. It is the UK's guardian and custodian of postal history, continuing to collect material to this day. From iconic red post and phone boxes, letters and stamps to the less well-known stories of piracy, rockets and even an escaped lioness, the Postal Museum tells the story of a network that changed the way we all communicate.

Moving into the 21st century

In 2013 the Museum was essentially an archive, with no more than 3,000 visitors a year, the majority of whom were researchers seeking out specific documents and artefacts for another purpose.

This was such an evident waste that Past Master David Pearson was invited to do a presentation there in 2014. The Museum's objective was to move to a new site to, among other things, modernise the archive facilities, attract more visitors and turn it into a visitor experience that included a subterranean ride on the Post Office's century-old miniature railway, the Mail Rail.

The Mail Rail

The gridlocked Victorian streets dramatically slowed down the movement of letters and parcels, so the practical solution was to dig a reduced size, underground tube system so letters and parcels could still be speedily moved between sorting offices and railway.

The Museum estate therefore incorporates some miles of original underground tracks, complete with engines and wagons, now known as the Mail Rail and one of the visitor attractions is to ride on it to a former postal station and back again.

Working in step with the Museum's timescales, Past Master David put together a small team of Outreach volunteers to provide marketing support to the Museum, mostly

channelled through the Museum's now Head of Communications and Marketing, Harry Huskisson.

This initial Outreach project lasted about six months, with each member of the team adding their own expertise to support Harry.

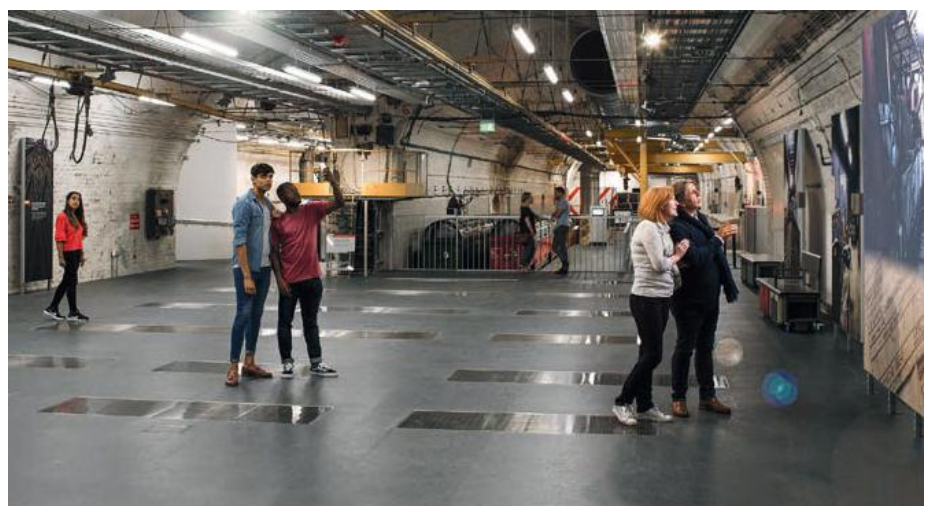
The work included creating a total Museum re-launch brief, considering different options for marketing activities and doing ongoing audience research to help make better business decisions.

Re-launch

On the first day of the re-launch, the Museum sold 40,000 tickets and was effectively sold out for the first six months. Then an additional 10,000 tickets were released via the website and they were sold within a week. The first year visitor target was 185,000 (compared with fewer than 3,000 per year, remember). In fact, the first year's visitor attendance was over 198,000.

It was so successful that the campaign to launch the Museum won the industry award for Best Marketing Campaign at the 2018 Museum + Heritage Awards.

When asked what he had got out of his working with the Marketors Outreach team, Harry Huskisson said that he hadn't known what to expect but felt he was in a very safe environment to bounce around ideas without fear that they would be seen as wrong.



Harry added that his background had been in public affairs and PR rather than pure marketing, so there was a lot of jargon flying around when talking and meeting with agencies and it is easy to get blindsided by agency speak.

He felt he knew what was needed to successfully launch the Museum but discussing and debating these strategies with the Marketors helped hone what was truly important and gave him the self-confidence to negotiate with agencies and preserve the Museum's interests. Plus, knowing he had the support of some highly successful and influential marketors gave him the confidence to clearly articulate his vision at Board level and win support across the organisation.

As well as the support given by the wider Marketors team, David Pearson introduced Harry to Gerry Wright, who offered him some personal mentoring, which he found incredibly valuable.

Harry summed up by saying: "In the end, we made a comparatively small marketing budget go a long way."

The next steps

The Postal Museum project has completed phase 1 and the team is now exploring options with the Museum to move into a phase 2, in order to provide some ongoing marketing support.

If you want to discover more about the Museum, please go to <https://www.postalmuseum.org/> to book admission tickets.

And any member of the Company inspired by this story and interested to find out more about giving back in kind should email outreach@marketors.org



A glorious day for Swan Upping on the Thames



On Wednesday 17 July, Marketors and their guests boarded the Hibernia at Henley to watch the annual Swan Upping carried out on behalf of Her Majesty the Queen and the Vintners' and Dyers' Livery Companies.

The weather was glorious, hot and dry, with just enough cloud and a river breeze to make it comfortable. No sooner were we under way, cruising the course of the Henley Regatta, than a crowd of spectators by a lock signified activity taking place. Soon, the rowing skiffs of Her Majesty the Queen and the Vintners' and Dyers' Companies came into view, all flying their appropriate flags and pennants. The Queen's Swan Warden and Swan Upper in particular stood out in their traditional scarlet uniforms. We then followed them as they rowed down the river looking for more swans.

The colourful ceremony of Swan Upping dates from medieval times, when the Crown claimed ownership of all mute swans at a time when swans were considered an important part of a banquet or feast. Then, in the 15th century, the Vintners and Dyers were allowed to share this right. Nowadays, the main purpose of Swan Upping is to count and mark the swans and monitor their health, rather than catch them to be eaten.

We were lucky enough to watch an entire process of Swan Upping: once a swan family was sighted, the skiffs converged to guide them towards the river bank; the two adult swans were then caught by two very brave (we thought!) Swan Uppers and held in their arms, while others caught their two cygnets. They were then all placed carefully in the bottom of a small motor launch, with the cygnets close up to their parents for reassurance, and transferred to a tent on shore, to be weighed and inspected to make sure they are healthy. They would then have been ringed with individual identity tags before being released back onto the river. We saw them later glide away majestically in single file, one parent at the front and one bringing up the rear.

As the Swan Uppers retired to the famous Leander Club for their lunch, we also sat down to a delicious three-course lunch on board, while cruising along the river and enjoying the beautiful views.

It was a relaxed and convivial day, with plenty of wine and chat. We were especially delighted to welcome several recently joined members, as well as some new members who were admitted to the Company at the forthcoming Mansion House event. We hope the day gave them a good insight into the fellowship that Marketors enjoy.



14th Marketors' 'Ryder Cup' golf day

Michael Harrison
Past Master ("Golf Captain")



Yet again we had perfect weather for this extremely popular competition – 24 teams (meaning 96 players) is our maximum, so we were delighted to welcome 24 teams to Verulam Golf Club in St Albans on Monday 1 July.

There were full teams from 12 different Livery Companies (four of which entered two teams), plus individuals from at least seven other Companies. We're proud to say that this makes our event the largest Livery Golf day apart from the official Inter-Livery Cup. But we were equally delighted to welcome teams from our Affiliate 151 Regiment, our sponsors James Hambro & Partners, our PR Company Whiteoaks International, two teams from the Chartered Institute of Marketing Golf Society and three teams from amongst the Marketors. We also had a "first" in that one of the James Hambro & Partners' team was the late Lord Mayor, Sir Alan Yarrow, who is one of their advisors.

Teamwork

These days take a huge amount of organisation, literally starting on the day after the previous year's event, and Diana Tombs (now Court Assistant) took over from Liveryman Peter Short following his second stroke (more about Peter later). Diana more than filled this role and it is very much due to her efforts that there were 24 teams. The undersigned takes responsibility for the golf and golf-club related items, such as negotiating the costs, approving the dinner menu, ordering the prizes (there are 23 of these) and writing out the score cards, etc. But Diana's and my pre-event efforts would be totally wasted if we had not had other help on the day – and the team that delivered such an excellent outcome consisted of Diana, Court Assistant Carole Seawert, Liveryman Stewart Shuttle and me. To be honest, four is the absolute minimum for the 'on the day' team



and we relied on several members of the Verulam staff to help us out. Therefore, we need a couple more additional "volunteers" for next year!

The day starts with the traditional golfers' welcome (bacon baps, coffee and tea) and ends – after 18 holes of golf with four of those holes having special prize challenges, plus a "Lord Mayor's Charity Challenge" in the Professional's swing studio and a putting competition – with a four-course dinner with wines. The prize-giving occurs during the dinner (after the undersigned has checked all of the score cards and corrected the several errors!) and most people leave after that, although there were some still there well over an hour later! From the many positive comments, we know that the day was a great success and we already have eight teams for the 2020 event and have not sent out anything about it yet!

Thanks

Special thanks must go to our Sponsors, James Hambro & Partners, as their sponsorship enables us to put far more money into the Lord Mayor's charity and also contributes to the production of Marketor. Please look at their advertisements in Marketor and see if you might benefit from contacting them. They also provided an additional prize, which was raffled and raised £400 for the charity being supported by our late Liveryman Peter Short's family – a very nice gesture indeed.

On that subject, because Peter had worked with me on every one of the 14 golf days, including this one until his second stroke, we created a Peter Short Memorial Trophy which was presented by The Master to Tim Brown for the best "nearest the pin". This will be an annual prize in the same way as the others.

We also were delighted to welcome Mr Luc Genest (vice-president of



Shangri-La Hotels) who had very generously provided special raffle prizes – the top prize being no less than two nights (including dinner and breakfasts) for 2 people at their flagship hotel in The Shard. This raised £1,400, destined for the Lord Mayor's charity, which meant that the Master was able to present a cheque totalling £2,500 to the Representative Lord Mayor, Sir David Wootton, at the Mansion House Banquet.

Winners, all

While The Worshipful Company of Brewers' Team A took the first team prize, and Tony Norman in their Team B took the individual prize, the Marketors were not far behind them! Andy Robinson led his team under the banner of WCM Team C and came second (just 2 points short) and our Affiliates, 151 Regiment, were a very creditable third overall – and Tim Brown from WCM Team A won the nearest the pin in 3 on the par 5 18th hole and also collected the Peter Short Memorial Salver.

Next year the event will take place on Monday 6 July at the same venue – how about more Marketors entering, and entering early, to make Diana's job (slightly) easier? If you play golf, or want to enter a team whether or not you can play, contact Diana NOW!

It would be remiss of me if I did not end by thanking the Verulam Captain, General Manager, Course Manager, Professional, Head Chef and all of their teams for ensuring that the entire event was to the highest standard – the very positive comments we received emphasised how much everything was appreciated, and we have already agreed that Monday July 6 2020 will be blocked out in the Club's Diary as "The Worshipful Company of Marketors' Annual Golf Day"!

We hope to see even more WCM Members at Verulam on that day.

Update from the Marketers' Trust

Members' survey

In June, the Trust conducted a survey amongst all Members inviting feedback on the Trust and its giving strategy. Thank you to everyone who participated,

The following are the key insights from the survey results, which the Trustees will be considering in determining the future direction for the Trust's giving and also its communications with Members.

Our communications need to be increased and improved

Approximately half our Members feel they don't know much about the Trust's current giving strategy. And a common theme among the open questions was the need for more/better communications, greater visibility, greater accountability and openness.

More wide-ranging education awards needed

While Education is clearly supported by the majority as a core Trust aim, Members would prefer to see greater focus on more wide-ranging education awards, rather than the current emphasis on MSc and PhD Business School students.

Change the focus of future giving initiatives

More wide-ranging education awards is included in the above, as it both targets the young and has a marketing focus. But charities and initiatives generally that support the disadvantaged and causes/opportunities with a marketing focus is the preferred general direction of future travel.

Our current level of giving is about right

Members overall support the Trust's current giving to the City (including the Lord Mayor's Appeal Charity) and its support for marketing industry bodies, but feedback from the open question responses in particular indicates little appetite for seeing this increased.

Museum of Brands' Professional Development Programme

Last Autumn, The Marketers' Trust announced a new giving initiative to support the Museum of Brands' Professional Development

Programme, a series of evening talks and masterclasses, targeted at mid-career marketers.

These events, led by industry experts, have proved very successful, attracting an average of 70 participants from a wide range of organisations. Reviews of all the talks are regularly posted on our website, as are details of forthcoming events. Details on how to book for any of these events are also on the Members' section of the website.

Winning through laziness: is private label taking your business?

14 October 18:30pm – 21:00 / £45



A masterclass led by Tony Durham, Brand and Retail Consultant, will provide an introduction to shopper psychology, behavioural science and the

development of claims, with an explanation of how these influence shopper choices in-store.

Digital marketing workshop

16 October 18:30 – 21:00 / £45

With the current global spending on digital marketing nearing \$100 billion according to a Reuters study, join Daniel Rowles of Target Internet, who will cover what you need to know to take advantage of the digital revolution.



Valuing creativity

4 November 18:30 – 21:00 / £26



"If we are to produce effective creative work, we need businesses to better understand what we do. Creativity is a big factor in delivering tangible value

that should make it a key part of any business. I believe businesses are

missing a trick and would be more effective if the power of creativity was understood as essential, rather than a 'nice to have'." Join Executive Creative Director MLN & Partners, Martin Lambie-Nairn as he discusses valuing creativity.

The role of powerful brands in creating shareholder value

11 November, 18:30pm – 21:00 / £26



Join Liveryman Professor Malcolm McDonald at this evening talk, as he discusses the crucial role of powerful brands in the creation of shareholder value, having taken account of the time value of money, the cost of capital and the risks associated with declared strategies which is the principal measure of commercial success.

Other events in the Programme include:

Brand trust in the age of distrust

18 November 18:30 – 21:00 / £26



Glenn Manoff, Senior VP Brand & Communications at Trustpilot, will talk about the role and dynamics of trust in the digital space and how it influences shopper behaviours and choice. This is a must-attend talk for all working in e-commerce and digital communications and is run in collaboration with the British Brands Group.

Book your November and December events

Here are our business and social events planned for November and December. You can book tickets by going to Eventbrite and searching for the Worshipful Company of Marketors. Alternatively, click on the booking link in the previous emails sent by the Clerk. (Note: some events are private and so require a booking code.)

Jack the Ripper Guided Walk + pub supper

Explore Jack the Ripper's former hunting ground and learn more about his victims, his era, and who he might have been. Our guide, John Steel, will lead us on a spooky walk just as dusk begins to fall.

Date:
Saturday 2 November
Meet: Whitechapel Gallery

Panel discussion: Are We the Alchemists of Today?

Join members of the Worshipful Company of Distillers in a joint event and hear the views of an experienced panel drawn from the worlds of marketing and advertising and of alcoholic drinks debating this subject.

Date:
Tuesday 5 November
Meet: The Crane Building, Lavington St, SE1

Lord Mayor's Show Lunch

Join fellow Marketors for an informal lunch after the spectacle and pageantry of the Lord Mayor's Show. We have booked the whole of the downstairs area in Cote Brasserie near St Paul's so there is plenty of room to bring family and friends.

Date:
Saturday 9 November
Meet: Cote Brasserie, St Paul's, Ludgate Hill

Christmas at Kew + pub supper

Experience the magical light trail at Kew Gardens which includes a brand

new route and a host of all-new installations as well as the usual showstoppers such as the laser show in the recently-restored Temperate House and the Palm House Pond finale.

Date:
Wednesday 20 November
Meet: Kew Gardens main entrance

Communications Industry Carol Service + buffet supper

Join other communications industry groups for our annual carol service and share in a programme of both traditional and contemporary carols and music. As usual the programme will include readings by members of the supporter groups and carols by the St Bride's choir.

Date:
Monday 9 December
Meet: St Bride's, Fleet Street then All Bar One, Ludgate Hill

Pub Quiz + buffet supper

Test your general knowledge by taking part in our third pub quiz and competing with five other teams for the coveted Marketors' trophy. If you don't have a team, you can enter as an individual and we will allocate you to a team on the night (places permitting).

Date:
Monday 9 December (after the carol service)
Meet: Hoop and Grapes, Farringdon



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Diary Planner

Saturday 19 October	Fleet Street Walk
Sunday 20 October	A magical evening experience amid the lights and art installations at Kew Gardens, followed by supper at the Botanist
Wednesday 30 October	Bowden Charter Dinner, Butchers' Hall
Saturday 2 November	Jack the Ripper Walk
Tuesday 5 November	Panel discussion with the WC of Distillers

Saturday 9 November	Lord Mayor's Show and Lunch, Côte Brasserie
Monday 9 December	Communications Industry Carol Service, St Bride's
Monday 9 December	Pub Quiz Night (after Carol Service)
Thursday 30 January	Installation Dinner, Fishmongers' Hall

St Bride's Church update

The Marketors' St Bride's Committee fosters the strong bonds between the Company and the church, spiritual home for all who work in marketing, advertising and PR. Chaired by Liveryman John Wheen, the Committee is deeply involved in church activities and actively promotes upcoming events at St Bride's, such as the annual Wren Talk.

The Wren Talk

The annual Wren Talk, launched in 2012 as part of the INSPIRE! appeal, will be given at St Bride's on Wednesday 30 October by architect Eric Parry RA, whose current project is developing 1 Undershaft (The Trellis) into the tallest building in the City.

The Wren Talks form part of St Bride's ongoing legacy to refurbish and enhance the services provided by the church, not only to the congregation and local business community but also to passing visitors. Given that Wren was not only an outstanding designer but an anatomist, astronomer and mathematician and physicist.



Future Talks will therefore explore the many facets of his character, as well as discussing current day issues, such as transport, infrastructure and the management of the City urban landscape that affects our lives, work and play in the sprawling City of London and its environs.

Give his previous projects, which include the restoration and renewal of the London Stock Exchange and a short film reflecting the City of London, Eric Parry's talk promises a personal view of the urban landscape, particularly in the City.

Tickets are £10 and doors open at 6.30pm.

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

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