

# MARKETOR

AUTUMN 2011 / ISSUE 55

THE LIVERY COMPANY NEWSLETTER FOR MARKETING PROFESSIONALS

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Ladies Lunch at Guildhall

## MASTER'S COLUMN

**Since the last MARKETOR much has happened as you will read in this edition.**

With my Master's theme of Innovation, two 'never before' events were held over the summer. Firstly, a Ladies' Luncheon for members and wives which took place in a private dining room in Guildhall and was voted a great success. Secondly, in the spirit of fellowship I invited members we had not seen for a few years to an informal lunch in Plaisterers' Hall. Seventeen members came and we additionally received a great many letters of appreciation from those who couldn't make it. Fellowship and inclusiveness are key ingredients in who we are and so I was very pleased that both these initiatives were so well received.

### SHARING IN A DOUBLE CELEBRATION

Looking forward there is much to enjoy. The Lord Mayor's Show will be a particularly momentous event for the Company this year - we are entering a float. Helpfully part sponsored by the Chartered Institute of Marketing whose centenary year it is, and St Dunstan's College, whose CCF also celebrate their centenary, it will be a magnificent promotion of marketing in the City preceded by the St Dunstan's Corps of Drums. So don't miss this year's show!

We also have the Bowden Charter Dinner to look forward to as well as the City Lecture - both major events in the Company's year and both with excellent speakers.

### FORMING THE FUTURE

At Court we constantly strive to improve our policies and procedures and the way in which we meet our aims. With this in mind an internally driven consultancy project has been going on for the last 18 months and the results should be with us before the year end. Before then I have many formal engagements to fulfil representing the Company. I look forward to the last quarter of my year with happy anticipation. ■

Jim Surguy

[www.worshipfulcompanyofmarketors.blogspot.com](http://www.worshipfulcompanyofmarketors.blogspot.com)



## MANSION HOUSE BANQUET

See page 4

# NEW CITY GUIDES



Herb Danner on the roof of One New Change



**On Wednesday 20 July, two of the Marketors' family were officially certified as City of London Guides in a ceremony at Mansion House in the presence of the Lord Mayor.**

The Lady Mayoress, patron of the City of London Guide Lecturers Association, presented each of thirty two new City Guides with their badge. Amongst the newly certified were Freeman Richard Smart and the husband of Liveryman Debra Marmor, Herbert Danner.



Richard is already a certified Blue Badge Guide and practiced his guiding skills on us when he led the Marketors' Summer City of London Walk - Gold and Silver in July 2009. He decided to add this City of London accreditation because "one really cannot be anything but really excited by the combination of business, history and architecture that the City offers. It is just great when Premier Christian Media has American visitors that I am able to guide them to experience everything from St Bride's, The Stock Exchange to Guildhall. The City Guiding course takes your knowledge to a new level. I can thoroughly recommend it".

Herbert was inspired to apply for the course after our memorable Summer's Evening City Walk (aka Pub Crawl) in August 2010. This was led for us by Murray Craig, who happened to mention that it was a nine month course during his introduction, and Herbert's curiosity and appetite for trivia and history were piqued.

The City of London Guide Course, presently run jointly by the City of London Corporation and City University, is designed to give students detailed knowledge of the history, architecture, local government, financial institutions, livery companies and traditions of the City, together with the guiding skills necessary to lead walking groups through the City. No prior knowledge of the City is required. The course is open to all and selection is by interview. It consists of 30 two hour evening sessions on Wednesday evenings and 15 two hour sessions on Saturday mornings/afternoons, culminating in a project, two practical assessments, and a written examination.

On successful completion of the course the candidates receive a certificate from the City of London Corporation and the City of London Guides Badge which entitles them to guide within the City of London.

For further information please phone 020 7608 2753 or 020 7332 3946 visit [www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk) or email: [adulteducation@cityoflondon.gov.uk](mailto:adulteducation@cityoflondon.gov.uk) ■

*Liveryman Debra Marmor*

## OLYMPIC PARK WALK & SUPPER AT FORMANS

**Thirty Marketors and partners gathered at Stratford DLR Station on Tuesday 5 July.**

We were accompanied by Marilyn Collis, a most entertaining Blue Badge Guide who provided real insights on the Olympic building process that started 18 months ago.

As this was a walking tour, the date was carefully selected. Just after Wimbledon, which this year was accompanied by glorious sunshine, it proved no exception. Brilliant sunshine until 5pm when our walk started...



The Master & Peter Phillips discuss progress on the Olympic site

As we reached Pudding Mill Lane the heavens opened, but the merry band had brought brollies. The Gurkha security guards smiled as we passed and we made it into the shelter of the 'View Tube' for a panoramic view and many photo opportunities.

Marilyn shared facts and figures, from the 9,500 staff working on the site at its peak, to the 21% of local people employed by the project. The Olympic Stadium is keen to reuse and recycle and has salvaged gas pipes now forming the top ring of the stadium as well as building with 'low carbon' concrete. When complete, this car free destination will seat 80,000. The scale is hard to imagine, but Marilyn informed us that the site is the same size as Regent's Park and connects five London boroughs.

We made tracks along The Greenway, to the left of the stadium and peeked across through an entrance at the newly laid turf and seating. This is an Olympic Games that is ready on schedule with the test games starting soon in earnest.

We walked on to Forman & Field for supper, which provided another view of the Olympic Stadium from its River Room. Formans have been at this site for many years and serendipity has rewarded them with a ringside location for their specialist fish restaurant for 2012. The buffet lived up to expectations with a selection of fish tartars: orange and salmon, crab meat and caviar, along with Dover sole goujons, a variety of fish cakes, mini chicken Caesar salads, beetroot and Finn cheese tartlets, mushroom risottos and a trio of delightful puddings.

An education for all who attended, and those without tickets are keener than ever to acquire seats to see the inside of the stadium. ■

**Freeman Anmarie Hanlon**  
**Event Director**





# VISIT TO SPENCER HOUSE

**The Master, 20 Marketors and 18 guests gathered at 27 St James's Place on Monday 18 July and we were honoured to be greeted by Charles de Chassiron, CVO, part-time Chairman of Spencer House and former Vice-Marshal of the Diplomatic Corps.**

His interests include travel and art history in which Spencer House abounds.

In his welcome Charles invited us to comment on how to market the house more proactively, necessary after the downturn of 2008/9. Whilst the events business has recovered well this year he was very interested in any ideas the Marketors had to offer. Spencer House is available for private and corporate entertaining during the week and open to the public on Sundays.

Rosalind Hutchinson led the Blue Badge Guides who took us around the House and expertly described not only the pictures, design and furniture but also the stories and history of this house where the Whigs of the time gathered in their wigs that sounded rather, particularly for the ladies, cumbersome.

No photography was allowed inside but do look at their website: [www.spencerhouse.co.uk](http://www.spencerhouse.co.uk)

This magnificent private palace has regained the full splendour of its late-eighteenth Century appearance after a painstaking ten-year restoration undertaken by RIT Capital Partners plc. It retains the grandeur of an aristocratic palace and is one of the last surviving town houses of the era. It is a masterpiece of neo-classical design; built for the first Earl Spencer in 1756-66.

Designed by John Vardy and James 'Athenian' Stuart, the State Rooms confer the opulence that permeates throughout the House.

We repaired afterward to the Avenue in St James's Street, a stunningly beautiful restaurant and bar in the heart of St James. Head Chef Mikko Kataja's menu is resolutely British, sourced from independent producers and changing on a regular basis according to market availability. The Champagne Bar, with its floor-to-ceiling picture windows, is light and airy by day, and atmospheric with ambient lighting and music by night.



We enjoyed to a meal of Roast Hake on a bed of Sweet Potato, Samphire and Balsamic followed by a Raspberry Pavlova, hazelnut cream and vanilla ice cream that everyone much enjoyed.

Both venues are worthy of visiting. ■

**Jean-Francois Dor - Event Director**



L-R: Roger, Anthony, Graeme and Victor

## INTER-LIVERY CLAY SHOOT

**On 18 May, a team representing the Marketors entered the Inter-Livery Clay Pigeon Shoot for only the second time.**

The event was held at the Holland & Holland Shooting Grounds, in rolling countryside near Northwood and competition was fierce. As usual, the Gunmakers (8 teams) and the Butchers (4 teams) were the men to beat.

We fielded the same team as last year, namely: Victor Chopin-John, who represents Great Britain in various pistol disciplines; Graeme Doctor, an enthusiastic game shot from Fife; Anthony Fraser from Rutland and Roger Howes, husband of Immediate Past Master Venetia.

Two of our team were using 'Over & Under' shotguns and the other two were using traditional 'Side-by-Side' game guns.

The format of the day was a sturdy breakfast, followed by a rush to get into the circuit of 10 Clay 'stands', ending with an excellent lunch, results and prize-giving. With 116 teams and 467 people taking part, the Worshipful Company of Environmental Cleaners are due a lot of credit for the smooth and good-humoured operation of the event. The result was a leisurely and highly sociable experience for the participants, punctuated with brief periods of intense concentration.

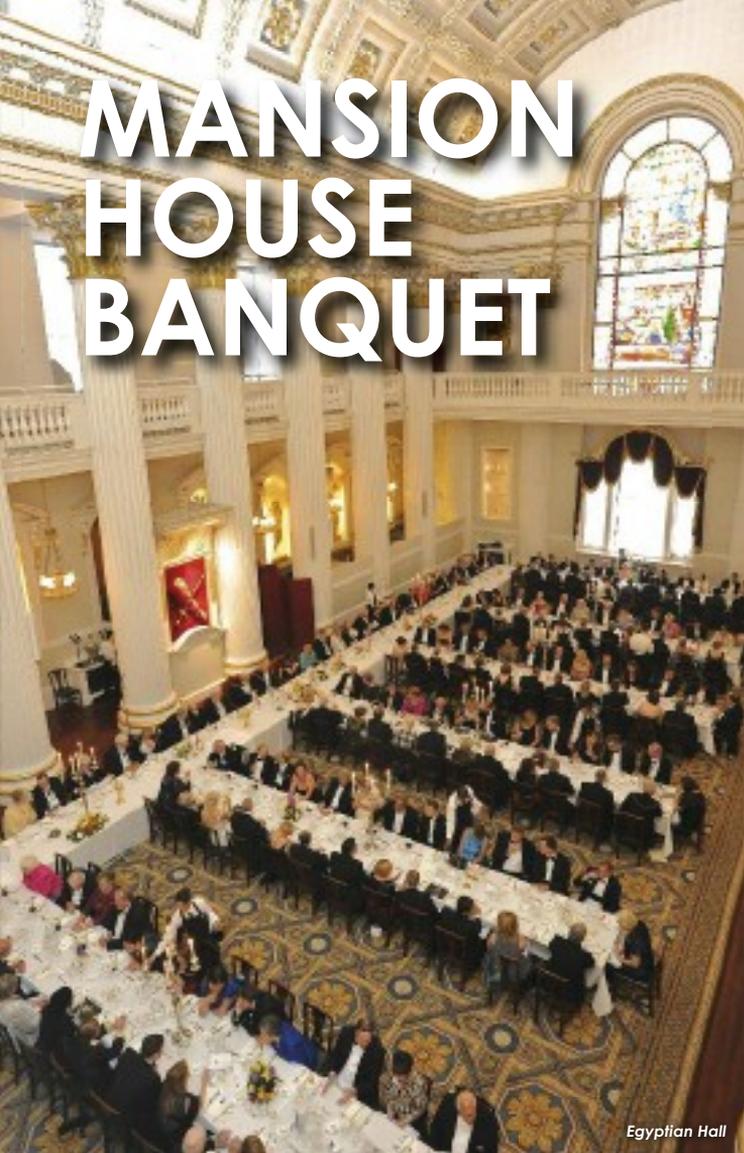
As usual there were just one or two stands that sorted the sheep from the goats and the killer stand this year was the High Tower, which was terrifyingly high and fast - although one octogenarian gamekeeper from Kent managed to wipe everybody's eye, by shooting it clear in front of a large and appreciative audience!

Nevertheless, the Marketors did respectably well to come 17th in the overall team event, with all four 'guns' comfortably in the top half of the rankings. This year's best round was by Anthony Fraser, who narrowly missed out on a place in the Side-by-Side event, in which he came 4th.

The Inter-Livery Clay Shoot is probably the largest gathering of Livery Companies in an informal environment that happens each year and is not only great fun, but a real opportunity to meet old and new friends. This year's event raised over £7,000 for charity. ■

**Liveryman Anthony Fraser**

# MANSION HOUSE BANQUET



Egyptian Hall

**It would be easy for newer Marketors to now think of our summer evening in the sumptuous surroundings of Mansion House as a regular annual event.**

However it may come as a surprise to some that this is only the fifth consecutive year in which we have had the privilege to entertain the Lord Mayor as our guest in a glittering white tie Banquet, now so much the highlight of our Master's calendar.

For the five years immediately prior to 2007 our numbers only enabled us to enjoy what was called 'a luncheon to the Lord Mayor'. But whether comprising luncheon or dinner, in the elegant ambience of Mansion House, the home of the Lord Mayor and Lady Mayoress, this event has always been a most special occasion.

Held on Wednesday 27 July the banquet was preceded as usual by a Ceremonial Court, presided over by the Master. Liveryman Diane Morris was invested as a Court Assistant, followed by Richard Christou, Jo Edwards and Chris Lenton who were clothed in the livery. Next we had the great pleasure of witnessing seven new freemen admitted to the Company – one of whom was particularly familiar to me.

Having seen Captain Giles Phillips at various events with the St Dunstan's cadets on a number of occasions, I was already conscious how much leadership and training is provided by teachers such as he who also volunteer to 'double up' as officers in the CCF. Giles was the deserving recipient of the Marketors' prize this year.



The Lord Mayor talks to CSgt Elliott Russell who was also head boy of St Dunstan's College

As members and their guests came up the stairs, they could not help but be impressed with the smart turnout of the Army and Navy cadets from St Dunstan's College as they once again formed a Carpet Guard for us, a gesture which is much appreciated.

Being greeted into a champagne reception by the Master and Wardens to the accompanying strains of the British Airways Brass Band, the Mansion House Banquet is clearly the social occasion for the Company *par excellence*. Later, led by the Beadle and Swordbearer, the Rt Hon Lord Mayor Alderman Michael Bear and Master Marketor Jim Surguy processed into a very full hall to the traditional Handel's *Scipio* and slow hand clap. When all had reached their places, the Honorary Chaplain gave the grace, with the expected touch of humour.



The Beadle Tony Parker about to lead the formal procession into Egyptian Hall

A first course of Tuna was followed by a tasty Breast of Guinea Fowl, and we were further spoilt by a trio of Chocolate before a delicious Welsh Rarebit presented a further challenge for our bulging waistlines. Whilst we ate and conversed, the British Airways Brass Band certainly ensured that none of us could be unaware of their presence in the balcony above us.



The band in the balcony

They played a superb selection of music throughout the meal, although I later heard that they had to cancel one or two solos due to the extremely high volume of the conversation coming up to the balcony. I wondered whether there might be a cause and effect at play here. The band concluded with the Koenig *Post Horn Galop* – a popular component of our Mansion House Banquet.



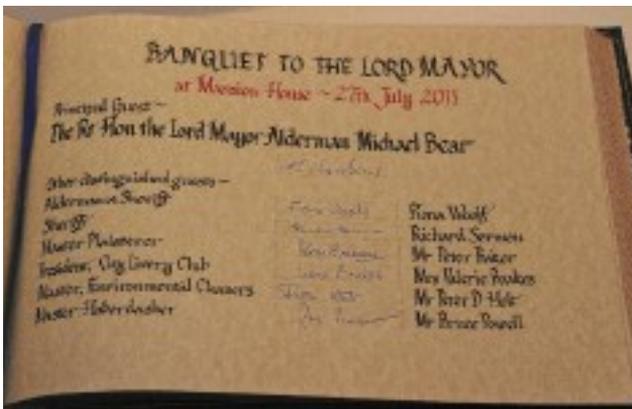
The Lady Mayoress Barbara Bear

The Banquet is always a massive feat of organisation, and congratulations must again be extended to our learned Clerk for a superbly run event enjoyed by all. ■

**Court Assistant David Williams**

Note:  
If you would like to write up a future event for MARKETOR, just let me know on [editor@marketors.org](mailto:editor@marketors.org)

Among the guests the Company was delighted to have with us, the Master welcomed the Lady Mayoress Barbara Bear, Sheriffs Fiona Woolf and Richard Sermon, the Master Haberdasher, Plaisterer and Environmental Cleaner, the Bursar of St Dunstan's as well as our own Liveryman Valerie Boakes as President of the City Livery Club, and the Venerable David Meara.



Peter Rees with daughter Lydia



John and Barbara Wheen



The Lord Mayor, Master, Lady Mayoress and Mrs Marianne Surguy

After the Master proposed a toast to all our guests, the Lord Mayor responded, adding yet another superb speech to the very many he has to deliver throughout his busy year of office. It has been a year which has seen its fair share of ursine humour and puns, but Bear Necessities, the name given to the Lord Mayor's Appeal has clearly been very popular as a worthy cause and one to which the Marketors have been early and prominent in their support.



L-R: Sheriff Fiona Woolf, Master Haberdasher, Clerk Adèle Thorpe, Master Plaisterer, Mrs Brenda Flynn, Senior Warden, Lady Mayoress, Master Marketor, Mrs Marianne Surguy, Lord Mayor, Middle Warden, Mr David Williams, Junior Warden, Mrs Pam Mullin, Honorary Chaplain, Master Environmental Cleaner, Mrs Rosemary Sermon, Sheriff Richard Sermon

# JULY CEREMONIAL COURT

## NEW COURT ASSISTANT



### DIANE MORRIS BSc(Econ) MCAM

Since joining the Company in 2004, Diane has been active particularly on the Events Committee, becoming its Chair in 2009 and 2010.

She has served on a number of committees, including that set up to help organise the Charter Celebration in 2010.

She is an accomplished sales professional with a demonstrable record of achievement in media sales, business publishing and conference management across the UK and Asian markets.

She has established, run and promoted business and social networks providing advice and organising high profile events. Diane's expertise, energy and gift for achieving results through consensus and collaboration is recognised in the City, especially in relation to the promotion of the advancement of women to senior management appointments.

A past President of City Women's Network and also The International Alliance for Women, her latest assignment is chairing the judging panel for the European Women Inventors and Innovators Awards. ■

## FREEDOM OF THE COMPANY

Seven Freeman were admitted to the Company at the Ceremonial Court at Mansion House in July and welcomed by members of the Court present. ■

They are:

L-R: Michael Smeeth, Andrew Robinson, Peter Rosenvinge, Anne Curtis, Brian Smith, Jo Williams and Andrew Ward



# MANSION HOUSE

## THREE NEW LIVERYMEN



### RICHARD CHRISTOU

**Richard is a Corporate Executive Adviser for Fujitsu Limited. Previous appointments with Fujitsu include President of the Global Business Group, Head of EMEA Operations and CEO of Fujitsu Services Holdings plc (formerly known as ICL plc).**

He holds a Law degree from Trinity College Cambridge and began his career as a solicitor in 1969, but then worked for five years with the Coca-Cola franchisee in Cyprus. In 1975 he joined STC plc as in-house counsel. He was appointed Director, Commercial and Legal Affairs of ICL plc in 1990.

Richard's interest in marketing dates from his connection with Coca-Cola and at Fujitsu he was instrumental in setting many of its global marketing policies, including its current brand strategy.

Currently based in Singapore he returns to the UK next year. His interests include literature, opera, theatre and travel. He is an active member of the Regimental Committee. He is married to Tasoulla, and has two sons. ■

### JO EDWARDS

**Jo has over 28 years marketing experience within the professional services and healthcare marketplace and established her own marketing agency, JE Consulting in 1998.**

The company now employs a team of 24 and works with over 140 UK-wide businesses and a number of international networks.

Moving from the Midlands to London three years ago, Jo now lives at Canary Wharf. Passionate about jogging, she does many Charity 10k runs and Half Marathons.

These help her support a wide range of animal charities including SPANA, an organisation that send Vets abroad to look after working animals in under-developed countries. Jo joined the Marketors in 2009, and is currently the Secretary to the Events Committee and a member of the Regimental and Cadet Liaison Committee. ■



### CHRISTOPHER LENTON DipM FCIM FCCA FCIS FIoD

**Chris is the current Chairman of the CIM following a long career as an Executive Director of the Institute. His professional career commenced in corporate finance before becoming the European Finance Director and then Commercial Director of two Fortune 250 companies. He now acts as an NED.**

Chris is an inspirational conference speaker, consultant and entrepreneur. He has founded three companies all in niche markets in financial education, headhunting and consultancy. He specialises in and writes extensively on strategic and marketing planning and corporate governance and has acted as an adviser to ICSA and BIS. His main focus has been on the not for profit sector including professional bodies, institutes, associations, NGOs, trusts and charities. Corporate ethics and responsibility have been at the centre of his philosophy. Married to Sally, they have two daughters. His interests include the guitar, music, literature and the arts. Chris has played representative rugby and rowed internationally winning a gold medal at the World Masters Championships in Vichy, France in 1989. ■

# BEING CREATIVE

**Around 25 Marketers gathered at Cass Business School on the last Thursday in June for a Marketers' Think Tank morning of inspirational thought from Matt Kingdon of ?WhatIf!.**



Master introduces the speaker Matt Kingdon

No, it's not a typo, it's a company. In fact Matt is Chairman and Chief Enthusiast of ?WhatIf!, the world's largest independent innovation company, working with clients to release the creative potential of their people, products and brands.

The Master gave a short introduction highlighting Matt's NPd and innovative credentials from days at Unilever. Then it was straight down to three hours of interactive presentation from Matt who immediately defined innovation as turning creativity into commercial value.

We were also reminded that innovation is the combination of Insight, Ideas and Implementation; the final element being perhaps the hardest and most time consuming of the three.

How do you become more innovative? How do you make your organisation more innovative?

There's no easy answer (fortunately this keeps Matt in gainful employment) but there are many companies that serve as useful examples. Google launch five new ideas every week. They don't put much pay by research, but they do encourage employees to spend 20% of their time innovating.

Other pointers included making sure the organisation has energy, investing little and often, limiting management intervention, getting out in the world, and observing and encouraging freedom of thought.

Ultimately, we were encouraged 'to give it a go'. Start on a small part of the organisation, get people inspired and repeat.

A lively discussion continued over a fine buffet with delightful wines. Our thanks go to Cass Business School for such excellent facilities. ■

**Liveryman Karl Weaver**



Good attendance for Question time Think Tank at Cass Business School

## THINK TANK QUESTION TIME

### The Reputation of the City of London.

"You'd never hear a debate of that quality on this subject anywhere else," commented the guest of a Company member, who works in the City's financial services sector. This was over drinks following our latest Think Tank session on the subject of marketing and the reputation of the City of London.

After initial presentations by the invited speakers the audience participated in an open discussion - two hours or more of informative and provocative debate from the eclectic mix of professional marketers and sector specialists.

At Cass Business School on 28 June, Past Master Venetia Howes welcomed members and guests and introduced Gavin Lumsden, editor-in-chief of Citywire Money, who in turn introduced the other panelists: Richard Hayter, executive creative director of CST The Gate, and Professor Phil Harris, Westminster Chair of Marketing & Public Affairs, University of Chester.

The speeches and ensuing debate ranged across the state of the City's reputation today post-Banking crisis - or perhaps more accurately - in between the last one and the next one to come. There was audience unanimity that there is a marketing problem, certainly in the retail banking sector. Customer service is perceived as poor and the industry has no clear path that is apparent for resolving this, either through service innovation or by a new market entrant raising the bar.

Contributions from the audience highlighted the often unsung achievements of the City, such as merchant banking and precious metals trading. The City continues to attract major service providers from other countries and retains its status as the world centre for foreign exchange transactions.

However, we also heard of research on a core problem at the heart of the City - in its boardrooms the 'inimical' characteristics of the decision-makers. The study questions the lack of ethics that have not only undermined City credibility with the public but also brought to an end relationships based on trust. Even more worryingly this has resulted in a short-term focus on profits that is damaging the City and UK business at large.

There are initiatives in hand to address some of these issues, to build greater transparency and better external communications as a starting point. Work includes that of the All-Party Parliamentary Group on Financial Education, as well as the Lord Mayor's Initiative: Restoring Trust in the City. All present agreed on the importance of promoting better understanding between product and service providers, customers and politicians.

The challenge for marketing is to enable the City to understand what needs to change; set workable objectives and metrics; and then assist a transparent process of structural and service development. From the debate at the Think Tank, the Company's members certainly have the appetite to contribute to that process. ■

**Liveryman Patrick Rea**



Clerk Murray Craig, Annie Brooks and Beadle David Barnes

## FREEDOM OF THE CITY OF LONDON CEREMONY

**In order to progress within the Livery every Marketor has to become a Freeman of the City of London.**

So I decided this was definitely on my agenda. Having been admitted as a Freeman of the Company in April I thought 'there's no time like the present'.

At my first meeting at the Guildhall I was 'entered onto the system'. Then came the nail biting wait for the decision of the Court as to whether my application was successful. I was told 'not to worry as we admit MPs so I'm sure you will be fine!' Then events took a rather rapid turn. On 12 July I was told that my application had been successful and within a week had my appointment for the ceremony in my diary.

Monday 18 July 2011. A very exciting day. I was to be admitted as a Freeman of the City of London by redemption of the Livery. I discovered that there were also Honorary Freeman, including such luminaries as Nelson, Wellington,

Margaret Thatcher and Nelson Mandela as well as many members of the Royal Family.

On arrival at the Guildhall with friends and family we were warmly greeted by The Beadle, David Barnes, who, for 30 years, was a City of London Police Officer. And is now an accomplished Toastmaster.

David ushered into the waiting room. It was teeming with historical documents and artefacts. We didn't need these interesting distractions as David very enthusiastically regaled us with the story of his and the Clerk's most recent moments of fame. They were appearing on BBC1's 'Who Do You Think You Are' featuring Len Goodman. Apparently Len discovered City connections and some filming was done at the Guildhall. While he was there Len also became a Freeman of the City.

Then it was time for the ceremony itself, which would take place in the Chamberlain's Court. We were ushered in to meet the Clerk.

It was rather comforting to see the familiar face of Murray Craig. I had met him previously wearing his other hat as a Blue Badge Guide at last year's City Walk.

The ceremony itself was short and sweet. My friends and family gathered around in front of the bench and I had to step forward to read The Declaration of a Freeman swearing allegiance to "our Sovereign Lady Queen Elizabeth the Second" and "that I will be obedient to the Mayor of this City". I was rather relieved that I didn't trip over the tongue twister in the middle of the declaration that I had been warned about. The ceremony concluded with the Clerk offering me the right hand of fellowship and greeting me as a 'Citizen and Marketor of London'.

Then came the presentation of my Freedom Certificate, Rules for the Conduct of Life and an invitation to join The Guild of Freeman of the City of London. It was time to capture the memory with photographs taken with Murray and David, my husband, Chris and other guests.

After the ceremony Murray entertained us with stories of ex-Chamberlains and past Freedom ceremonies, including his most recent favourite, Dame Judy Dench. The icing on the cake to a truly beautiful ceremony.

Murray then gave me a special dispensation. I was allowed to 'frequent the local inn or tavern' for a celebratory glass or two of fizz. Adjourning to Coq d'Argent I was able to survey 'my City of London' from the roof terrace. I was the youngest (and proudest) Freeman until tomorrow morning's first ceremony. ■

**Freeman Annie Brooks**

## MARKETORS' PRIZE DRAW - LAST CALL!



**Three winning tickets in the Marketors' Prize Draw will be picked out at the Bowden Charter Dinner to be held at Drapers' Hall on 19 October.**

The three winners will not be the only beneficiaries from the Draw – there will be many more in the disadvantaged children and people we will help through the charities Coram and RedR.

Cheques have been coming in steadily since the Draw was launched in June but to maximise the amount raised we have extended the deadline for entries by two weeks, to 17 October.

If you have not yet sent your stubs and cheques don't delay - count yourself in and show that Marketors can be counted on to give generously to deserving causes. ■

**Liveryman Matthew Trowbridge**



## The Fourth Marketors' Ryder Cup Livery Fellowship Golf Day

# MORE SIZZLING GOLF AT VERULAM

**One week before – rain, winds, horrible. Two days before – no change.**

Monday 27 June – the day for our Marketors' Golf Day - hottest day of the year! As it was two years ago.

The Ryder Cup is the World's most famous team competition – and Verulam is the course where Sam Ryder was captain when he created it. Opened in 1905 it was created by James Braid (top course designer) – and offers a good (and 'tight') golf challenge as it is rightly regarded as being one of the best kept courses in the country.

As well as our own members, we again welcomed several other livery companies - Drapers, Spectacle Makers, World Traders, Information Technologists, Environmental Cleaners, International Bankers, plus the Company of Art Scholars, Dealers and Collectors. We also had teams from the Newspapers & Advertisers (NAGS), 151 Regiment, St Dunstan's College and a number of others, including both a male and a female team from the Chartered Institute of Marketing.

With part sponsorship from St James's Place Wealth Management, we welcomed two very senior 'administration helpers' who helped make the running of the day much less frenetic and we were delighted that they have since agreed to sponsor for the next two years as well.

Mention must be made of our redoubtable photographer David Williams whose pictures adorn this report and Middle Warden Sally Muggeridge who helped in reception, also coming out in the Marshal's Buggy. This size of event cannot work without such assistance and the fact that every member received a free team photograph added to their enjoyment and memory of the day.



Marshal Michael Harrison and assistant

Weather conditions were perfect which made the usual golfers' excuses invalid – especially as the previous week had been so bad – but some still came up with the old saw of "the greens were perfect but not always where I wanted them to be"!

Afterwards a four course dinner with wines & coffee was enjoyed by some 85 attendees (including the Master, the Verulam Captain, the Club's General Manager and the Club Professional) – and we were delighted to welcome as a civic guest the Deputy Mayor of St Albans.

The golfers were welcomed in a speech by the Verulam Captain who expressed the very positive views of the club towards the WCM event – and noted that next year had already been booked. The prizes were presented by the Master, the Deputy Mayor and the Verulam Captain.

Subsequently the toast to the WCM was proposed by the Deputy Mayor who looked forward to a long association between the City of St Albans and the WCM given our now shared links with HMS St Albans – and not just on these golf days.



New 'A-Frame' information board

This year we purchased twenty 'A-Frame' information/advertising boards – eighteen of which were placed on the tees carrying useful information on each hole plus slots for advertising. Several Marketors and commercial companies took up this opportunity to promote their companies, contributing towards the costs of the day and also donating £500 direct to the Marketors' Trust. We aim to increase the donation made to the Trust through this event in future years.

The Master responded in a speech welcoming the many livery companies present and referencing the Livery Fellowship theme of the day. He particularly thanked everyone from the Club and the Livery who had worked so hard to make the occasion special – singling out the Greenkeeping Staff and the front of house for particular praise, endorsed by all attending. He ended by proposing the toast to HMS St Albans and to the city of St Albans.

Everyone felt that the spirit of Livery Fellowship had been evident throughout the day – to the extent that all teams stated before they left that they would definitely wish to attend next year. Interestingly 4 more teams have already positively expressed their desire to enter in 2012.

When the prizes were handed out it was the Worshipful Company of Spectacle Makers' 20:20 vision that helped them win the Inter-Livery Trophy and the main team prize with a team score of 118 points. The second team prize went to a mixed Livery Team of Environmental Cleaners and Information Technologists with 117 points and third spot went (on count back) to the International Bankers with 110 (they had won the team trophy in both the previous two years).

The overall (non-Livery) Team Trophy went to the Chartered Institute of Marketing GS (their male team) who also had 110 points but lost the overall 3rd place on count back.

The Individual Trophy and Prize went to Craig Wisbey of the Environmental Cleaners with an excellent 41 points – just why he should be likened to a Mexican Outlaw mystified him! Second prize went to another Environmental Cleaner, Jaspa Jutla with 39 points and third to David Keel of the Spectacle Makers with 38.

For the second year running, a performance that needs to be highlighted is the winner of the 'Longest Drive' competition – often regarded as the sole domain of large men. Yes, once again the winner was a lady, this time from the Chartered Institute of Marketing Ladies Team – Channy Sims. It is great to silence any critics of this 'biased' prize!

The nearest the pin prize went to Craig Wisbey (Environmental Cleaners), the nearest the pin in two (on a par 4) to Allan Webb (CIMGS), the putting competition first prize went to Ken Lathane (NAGS) and the runner-up prize to Graham Fish (CIMGS).

To organise 18 or more teams and 84 people to attend an event is no easy job – and it is the excellent work put in by Liveryman Peter Short that makes this event happen. Thankfully he has agreed to work with me again to organise next year's golf day and he cannot be thanked enough for all his assistance over the past twelve months.

Together we have already started work on the Marketors' sporting highlight of 2012!

The Senior Warden has agreed to a Fifth 'Marketors' Ryder Cup Livery Fellowship Golf Day' to take place on Monday 2 July next year.

We hope that many more members of the WCM will be encouraged to take part (bringing teams or entering as individuals to make up WCM teams) and either Peter Short or the undersigned will be pleased to provide further information. ■

**Court Assistant Michael Harrison  
'Golf Captain' and Marshal**



*The Inter-Livery Team Trophy Winners (Worshipful Company of Spectacle Makers) with the Deputy Mayor, Master and Verulam Captain*



*The Individual Trophy Winner – Craig Wisbey of the WC of Environmental Cleaners*



*The Non-Livery Team Trophy Winners (Chartered Institute of Marketing Golfing Society)*



*The Longest Drive Winner – Channy Sims of the 'Marketing Belles'*

# 'DOING DIGITAL' AN INTRODUCTION

**Since its creation, the Internet has evolved from a nuclear resistant military communications network, via an academic knowledge-base, into a fully functional platform for global information, communications and commerce.**

I recently met author James Gleick who said in his latest book *The Information*, "As the printing press, the telegraph, the typewriter, the telephone, the radio, the computer and the Internet prospered, each in its turn, people said, as if for the first time, that a burden had been placed upon human communication: new complexity, new detachment and a frightening excess."

These advances have had a profound and disruptive effect on markets and marketing, and radically altered the way media is consumed, commerce is transacted and communications are facilitated.

I often characterise this as moving from 'one market of a million' to a 'million markets of one'. This inversion permits different ways and new opportunities to engage with our customers, as individuals. It has changed how we might now undertake market research, new product development, channel selection, customer relationship management, advertising and marketing communications.

As all these processes undoubtedly contribute to successful marketing, how much more effective will we be when we increase two-way customer engagement and focus? Digital marketing helps us to do this.

If marketing is about 'anticipating, identifying and satisfying customer wants and needs', and creating products and services that 'add value to, and are valued by customers', we now have a far broader range of tools and techniques available to realise these goals.

I know that there is still some resistance to these new approaches. In my experience, this is often due to a lack of understanding and knowledge, and a misconception of the opportunities and risks involved.

Some organisations believe that Digital Marketing should be outsourced to 'specialists'. While there are some technical aspects that may demand this approach, I believe that it is critical for all executives and managers in all organisations to understand this new field, develop winning digital strategies, and then use appropriate internal or external resources to manage their tactical implementation.

People's main concerns relate to; safety and security, relevance and 'noise'. Let me address these.

By far the biggest worry is data privacy and protection, hacking and bullying. The reality online is the same as it has always been in the non-digital world. Just as we secure our property and premises, it is important that we adopt Best Practice online in terms of up to date anti-virus and anti-hacking software. Take sensible precautions regarding passwords and backup data regularly. Decide how detailed and how publically visible you wish your online information to be and set the access controls accordingly. All reputable sites have facilities to block and even report unwanted attention, often in far more permanent and effective ways than in the non-digital world.

Some look at the main platforms available online; Google, Twitter, Facebook, LinkedIn, YouTube and the rest, and decide that these sites have certain drawbacks - a lack of relevance, being just for younger people or the online equivalent of 'junk-mail'. These views are largely due to a misunderstanding of their different strengths and weaknesses. Properly used as part of an integrated marketing and communications plan, they can provide substantial competitive and cost advantage. There is growing empirical evidence of marketing success and improved business results for those who understand and effectively implement Digital Marketing. If Facebook was a country it would be the world's third largest! Is that something we can really afford to ignore?

Problems can be caused by the enormous volumes of inconsistent and inconsequential data available online. Companies may find it hard to be heard, whilst consumers sometimes find it difficult to 'cut through the noise' to locate the information that they seek.

The solution requires efficient information filtering and sorting, in both directions. Search Engine Marketing and Search Engine Optimisation techniques are now very well developed and used to make sure that companies have a usable, prominent and visible web presence. On the customer side, communications delivery channels such as social media, Blogs, Wikis and mobile platforms allow them to receive just the information that they want, in the places and at the times that they want it.

In summary, a good digital strategy properly implemented, can be a significant source of improved customer satisfaction, differentiation and cost reduction. As Charles Darwin said "it is not the strongest that survive, nor the most intelligent, but those most adaptable to change".

It is time that we evolved. ■

**Court Assistant Peter Rees**  
**[peter.rees@gmail.com](mailto:peter.rees@gmail.com) [Twitter @prstrategic](https://twitter.com/prstrategic)**



# THE FUTURE OF MARKETING

**In a paper published in the UK's leading academic journal, I cited fifty scholarly references testifying to the fact that marketing's bright beginnings in the 1960s were not built on, that the academic community had become largely an irrelevancy, and that practitioners in the main have failed to embrace the marketing concept and the proven tools and techniques of marketing.**

In the arid desert of marketing as a discipline, however, there still exists a wonderful oasis of very professional, market-orientated organisations that practice marketing as I teach it, as a fully accountable discipline which drives corporate success. So, let me attempt to summarise briefly why some of the poisonous slurs thrown at our discipline are, in the main, ill-judged and ill-founded and why we can be proud of the exemplary standards demonstrated by our leading companies.

## CONSUMER SOVEREIGNTY AND THE MORAL FOUNDATIONS OF MARKETING

In the late 1960s and early 1970s, there was a growing consciousness of the problems that mass consumption brought with it. A movement was formed which quickly found its chroniclers. Books such as Charles Reich's *The Greening of America*, Theodore Roszak's *The Making of a Counter Culture* and Alvin Toffler's *Future Shock* were published at that time. The basic message articulated was that the people could no longer be thought of as 'consumers' - some aggregate variable in the grand marketing design. Such feelings had led to a view that capitalism presented an unacceptable face in promoting an acquisitive and materialistic society. As a more visible manifestation of such activity, marketing was singled out for attention for playing on people's weaknesses - by insidious means persuading the consumer to do things without which their lives would be incomplete.

This argument deserves closer examination, for it confuses needs with wants. But, even worse, it involves the notion of a defenceless consumer, a characterisation that any scrupulous marketer must reject. For no matter what 'marketing' is performed, the consumer remains free to make choices - either between competing products or not to buy at all. Indeed, it could be argued that by extending the range of choices that the consumer has available, marketing is enhancing consumer sovereignty rather than eroding it. Although promotional activity may persuade an individual to buy a product or service for the first time, promotion is unlikely to be the persuasive factor in any subsequent purchase, when the consumer will act from first-hand experience of the product.

## MARKETING ETHICS

**Several specific issues have formed the focus of the debate on the ethics of marketing including:**

- the contribution of marketing to materialism
- rising consumer expectations as a result of marketing pressure; and
- the use of advertising to mislead or distort

Marketing, it has been suggested, helps to feed the materialistic and acquisitive urges of society, and in turn feeds on them itself. Of course implicit in such criticism is the value judgement that materialism and acquisitiveness are in themselves undesirable.

The argument is that marketing raises the level of consumer expectations. More than simple aspirations, there is desire to acquire a specific set of gratifications through the purchase of goods and services, fuelled by marketing's insistent messages. Further, if at the same time the individual lacks the financial resources with which to fulfil such expectations, then marketing inevitably adds to a greater awareness of differences in society, and to dissatisfaction and unrest among those finding themselves in this situation, as those apologists for the street riots in August claimed.



The counter-argument here is that marketing itself does not contribute to rising expectations and thus to social and economic disparity; it merely makes people aware of and better informed about the differences that already exist in society. In this respect, it can be claimed that its effects are beneficial, since it supports, even hastens, pressures for fairer distribution. It can also be argued that materialism is not a recent phenomenon correlated with the advent of mass marketing.

## CONSUMERISM

Closely connected with the ethics of marketing is that of consumerism (in the sense of the existence of a consumer movement and consumer activists). Ironically, this movement is pro-marketing; it wants the marketing approach to business implemented in a sincere rather than cynical spirit. The 'cynical' implementation, which consumerists claim has been too widely practised, is no better than high-pressure salesmanship or misleading puffery. The 'sincere' implementation of a marketing based approach entails respect for each individual consumer served. Better marketing has always emanated from a deep understanding of consumer expectations combined with the consumer's right to be informed and protected and to enjoy a higher quality of life.

Most of the outstanding marketing skills on which most theory is based still reside in the FMCG sector. Whilst certainly adopted by leading industrial companies such as GE and 3M, and by some of the top retailers such as Tesco and Sainsbury, in the main marketing has yet to storm the citadels of B2B and service sectors which account for the majority of the UK's GDP. In these, marketing is merely communications and a parody of best practice. For example, in the financial and insurance sectors, very few brands have managed to create a complete set of perceptions in people's minds. The large majority of consumers still cannot differentiate between the brands of major banks, building societies and insurance companies, in spite of the billions of pounds spent each year on image advertising. ■

**Emeritus Professor Malcolm McDonald - Liveryman  
Chairman, Brand Finance**

# CONTINGENT DINNER



Brig Roger Hood, Capt Giles Phillips, Master, Michael Harrison, Commodore Lowe RN, Steven Rowe, Richard Teideman, Major Richard and Gemma Davies

**A beautiful Summer's evening provided the perfect backdrop for a number of Marketors as we gathered once again for the Annual Contingent Dinner at St Dunstan's College on Saturday 25 June.**

After a drinks reception, we were ushered into the school's Great Hall, which had been transformed for the evening to enable guests and pupils to mix while enjoying a superb three course formal meal accompanied by fine wines.

Guest of Honour this year was Commodore T M Lowe RN who presented the prizes during the evening. We were entertained by hearty speeches from Royal Navy Coxswain Fred Dowd, as well as Rory Lewiston, the RSM from the Army section and Drum Major Frank Andrews from the school's Corps of Drums.

Our own close relationship with the CCF was also apparent as we heard from our Master who expressed his appreciation for the Marketors being invited to be present once again at this annual event. He said the Carpet Guard from the school does much to enhance our Lord Mayor's Banquet at the Mansion House in July each year.

The winner of this year's Worshipful Company of Marketors Combined Cadet Force Award was Captain Giles Phillips, and the design and technology department of the College is building the float for both the Marketors and the CIM in the Lord Mayor's Show – both the CCF and the CIM coincidentally enjoying their centenary this year.



One of highlights of the 2010 Contingent Dinner had been the presentation of a Naval Officer's Sword by the then Master Venetia Howes to the school on behalf of the Company. Now called the Coxswain's Sword, it is presented each year to the head of the CCF's Naval Section (the Coxswain) and represents an important reminder of the strong links being developed between the Company and the College. Thus, it was very fitting that the 2011 Contingent Dinner culminated in the presenting of the sword to Fred Dowd for the second year.

Another superb evening with our esteemed friends at the college which caused us all to be thankful for the rich relationship we have established with St Dunstan's CCF. ■

**Freeman Richard Teideman - Old Dunstonian**

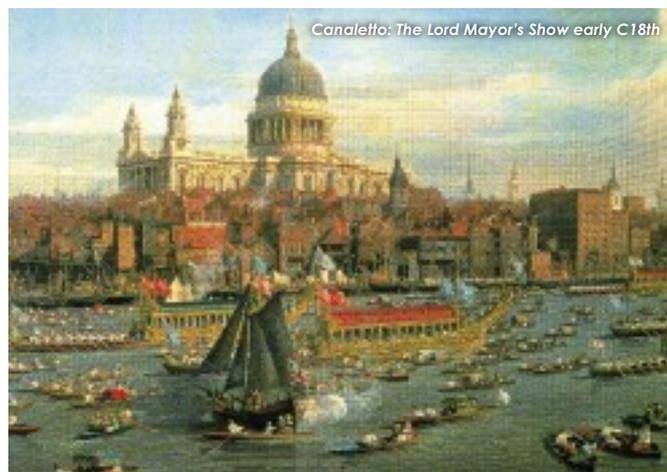
# LORD MAYOR'S SHOW 100's OF REASONS TO COME!

**Always a truly spectacular day, the Lord Mayor's Show is set to be even bigger and better for Marketors in 2011 as we are going to have a highly visible presence with our own float in this year's parade.**

Joining us will be the Chartered Institute of Marketing (CIM) celebrating its centenary and we shall be heralded by the newly formed Corps of Drums of St Dunstan's Combined Cadet Force, coincidentally also celebrating its centenary this year.

The importance of the world's oldest civic celebration cannot be overestimated and it's just as relevant today with today's businesses, livery companies, Her Majesty's Forces, the City Police, Londoners from all walks of life and tourists from all around the globe coming together to enjoy a colourful celebration of the City's tradition and future.

Alongside the opportunity to welcome and cheer on the new Lord Mayor as he processes to swear his oath of allegiance we also support our Master and Wardens with some of the heartiest of vocal encouragement and of course watch float after float and band after band as they all proudly pass by – each one unique and exciting to see and hear.



Canaletto: The Lord Mayor's Show early C18th

Once again this year we are planning a day of fun, food and fellowship for Marketors, families and friends and we have extended the invitation both to the CIM and St Dunstan's. Our base will be the Wine Tun on Cannon Street, just next to St Paul's. This venue provides a great vantage point from which to see the show and plenty of visibility from a mezzanine floor in case of showers. We aim to take the whole venue this year, dining downstairs, and using the mezzanine as a viewing gallery.

However we need to know if you are coming and how many guests you will bring. There are various food choices – all great value, special prices for children's meals and a cash bar to pay as you go for drinks of all kinds. Afterwards there will be a spectacular fireworks display over the Thames just a few minutes' walk away.

Please contact me or Liveryman Lesley Wilson on [dan@theCadenceTeam.com](mailto:dan@theCadenceTeam.com) or [lesley.c.wilson@bt.com](mailto:lesley.c.wilson@bt.com) now to secure your places. ■

**Court Assistant Dan Doherty**

# A SPECIAL NIGHT AT THE PROMS PITTSBURGH SYMPHONY ORCHESTRA

**On 5 September twenty-three Marketors and their guests spent an energising evening with the charismatic powerhouse pianist Hélène Grimaud, the Pittsburgh Symphony Orchestra and Maestro Manfred Honeck, at the Royal Albert Hall.**

The Pittsburgh Symphony were on their European tour with Suzi Pegg, a freeman of our Company, who managed to organise excellent seats in the Centre Stalls for Prom 68. Suzi also arranged a post concert reception.



*Marketors with members of the Orchestra at reception after concert*

The evening started with the Proms première of Braunfels' Fantastic Appearances on a Theme of Hector Berlioz. This was a gift to all budding timpanists and the audience were out of breath watching the performance. For the second performance, Manfred Honeck introduced Hélène Grimaud who joined the Orchestra for Beethoven's Piano Concerto No. 4 in G major. This demonstrated why Hélène Grimaud is known as a 'Powerhouse Pianist' as she certainly gave the keyboard an energetic workout.

During the interval we adjourned for drinks in the General Scott Room. We returned to our seats for the third and final performance - Tchaikovsky's triumphant Symphony No. 5 in E minor. Two encores at the insistence of the promenaders took the evening to its finale with Bizet's Entr'acte to Act III of Carmen and Khachaturian's The Galop from Masquerade Suite.

## THE MASTER MEETS THE MAESTRO

After the performance the Marketors enjoyed an exclusive post-concert reception with drinks and canapés. We met members of the Pittsburgh Regional Alliance and special guests including some members of the Orchestra.

Maestro Manfred Honeck chatted to several members of the Company including the Master, Past Master Keith Arundale and his wife Kathy, Middle Warden Sally Muggeridge, and Events Committee Chairman John Wheen and his wife Barbara.

Keith particularly enjoyed catching up with a number of members of the Pittsburgh business community, including Dennis Yablonsky who he discovered was CEO of a tech company that he used to work on when he lived in Pittsburgh in the 1980s!

An excellent evening made possible by Freeman Suzi Pegg and her team at the Pittsburgh Regional Alliance. ■

**Freeman Annmarie Hanlon**  
Event Director

## YOUR BRAND DISPLAYED IN THE LORD MAYOR'S SHOW!

**Whatever the size of your business – or of a business in which you are associated – its Brand Identity can be a focal point of this year's Lord Mayor's Show for a total of only £250 including the cost of production.**

The details of our entry have been approved – and we can have a number of individual A2 size double-sided display boards on poles (to give good visibility) carried by members of the St Dunstan's Cadet Force walking alongside the float. Not simply walking – we want movement and therefore high audience-attraction so they will interact with the crowds.

Our overall message is about '100 Years of Marketing' with a clear linkage between Great Marketing – Great Brands.

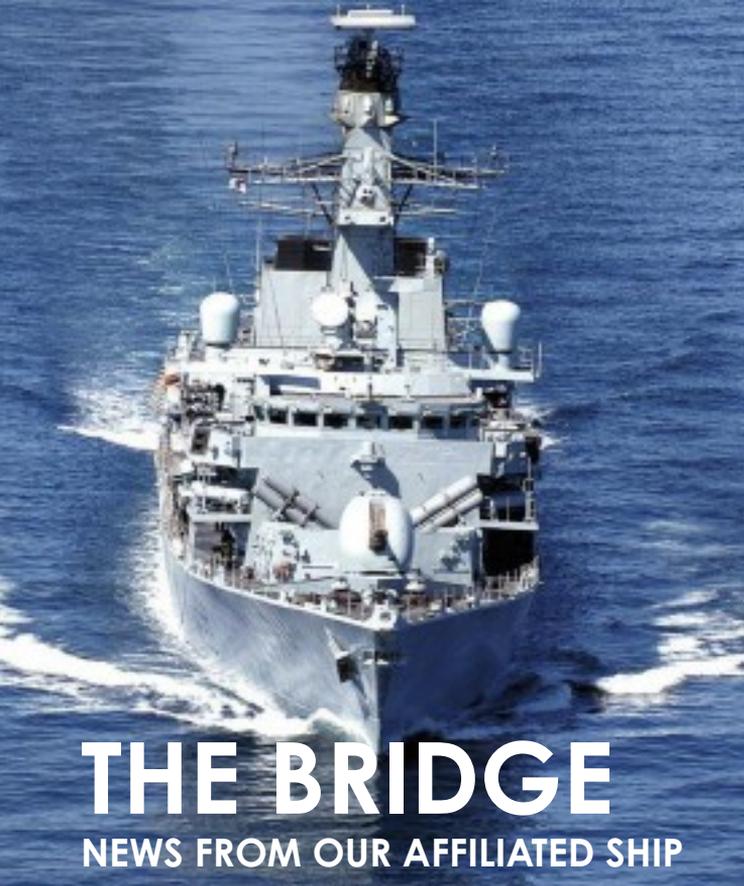
To have your Brand displayed alongside a float dedicated to Marketing and Brands – with around 500,000 people in the crowd and a vastly greater audience watching on BBC TV (also shown overseas) – is a very special Members' Opportunity.

### For £250 – hardly a difficult decision!

All you will have to produce is artwork for your Brand (which you must have) plus a few words which will be included on your unique signboard(s) subject to space.

Email Court Assistant Michael Harrison on:  
LMS@mhadm.co.uk

As soon as possible to avoid disappointment. ■



# THE BRIDGE

## NEWS FROM OUR AFFILIATED SHIP

**The focus of HMS ST ALBANS for 2011 has been her deployment on OP KIPION, which replaced OP TELIC as the main effort for Royal Naval forces in the Persian Gulf.**

KIPION tasks ST ALBANS (STAL) with safeguarding international trade routes and shipping lanes, enhancing UK regional engagement, capacity-building (training local navies and coast guards) and of course undertaking the more glamorous and well-known tasking in counter-piracy, anti-smuggling and counter-arms proliferation.

The year had begun with the dreaded pre-deployment training. Running on the 'train hard, fight easy' principle, the Navy's world-class training comprises an intensive eight week 'work up' where the Ship's Company are prepared for every threat and tested against every conceivable eventuality which may arise on their forthcoming deployment.

By the end of this rigorous training package, the Ship's Company were ready to deal with anything OP KIPION could throw at them: surface, air and subsurface attacks, floods, fires, casualties, aviation emergencies, Maydays, humanitarian disasters, piracy, diplomatic activities and much, much more.

STAL deployed for six months from Portsmouth on 5 June. Stops for resupply and weapons calibration followed in Gibraltar and Crete before heading South through the Suez Canal and Red Sea where the 'Operational Theatre' officially starts, extending down right out to the Indian Ocean and up into the Persian Gulf; roughly two million square miles of sea! STAL officially assumed duties as OP KIPION guard ship at the end of June. She then conducted an Anti-Submarine Warfare Exercise with the US Navy and the RN Submarine HMS TURBULENT in the Gulf of Oman prior to arriving in the Persian Gulf at last, where her embarked Royal Marines Boarding Team commenced local area influence operations: approaching local fisherman to exchange information, garner local knowledge, establish patterns of life and provide reassurance. These visits are called 'AAs', or Alongside Assurance. So far, STAL has conducted over 250 AAs in support of the coalition forces which deal with maritime security within the Gulf, as well as responding to several Maydays with her seaboats and embarked Merlin helicopter and providing medical assistance to stricken merchantmen on two occasions.

In August, STAL went alongside for her mid-deployment engineering maintenance period in Dubai, enabling some much-needed upkeep (the temperatures, sand and salt concentrations in the Gulf take a heavy toll on a warship). This also gave the Ship's Company the opportunity to fly out family and friends and take some R&R. STAL then went straight into a surface warfare training exercise with HMS MIDDLETON and HMS QUORN, quickly followed another anti-submarine exercise with a multi-national Carrier Task Group back in the Gulf of Oman. STAL was soon back in the Gulf, however, where she finds herself still, continuing daily patrols and AAs. We are due home in Portsmouth in December, hopefully after two decompression stops in the Mediterranean and having passed on the baton to our sister ship HMS ARGYLL. ■

**Lieutenant James Robey RN – PWO(A)  
Liaison Officer, HMS ST ALBANS**

## ST DUNSTAN'S CCF LEADERSHIP AWARD

**Each year, the Worshipful Company of Marketors shows its support for the Combined Cadet Force of St Dunstan's College by making an award to the leader who has shown the most dedication to the Corps.**

Our 2011 award winner Captain Giles Phillips joined St Dunstan's as Head of Biology in 2005. He soon showed a keen interest in the CCF and one of his first experiences was joining the annual Easter Camp.

Throughout the early period of his CCF involvement, Giles always showed great enthusiasm and dedication, and this culminated in him soon becoming the Head of the Army Section with promotion to Captain.

Giles has been an invaluable member of the leadership team and has helped develop the Army Section of the CCF by providing a training programme that combines military knowledge, adventure training and, most importantly, fun activities for all the Army cadets. ■



Master presenting Capt Phillips with CCF Award

# ST DUNSTAN'S CADETS CELEBRATE THEIR CENTENARY

On Saturday 17 September, St Dunstan's College hosted a special event at the school to mark the 100th anniversary of the original founding of an OTC at the school in 1911, the forerunner of a Combined Cadet Force – poignantly just three years prior to the First World War.

Senior Warden John Flynn, accompanied by his wife Brenda, represented the Worshipful Company of Marketors which is linked to St Dunstan's CCF. As well as witnessing displays by the Corps of Drums and field exercises by the cadets, they were given a tour of the school. Also in attendance from the Company were Liveryman Steven Rowe, Chair of the Regimental and Cadets Liaison Committee, Court Assistants Michael Harrison and David Williams, and Freeman Richard Teideman, who is an Old Dunstonian who served in the CCF. Regrettably, Past Master Sir Paul Judge, Chairman of the Governors and also an OD was unable to be present being overseas at the time.

A superb lunch was held in a marquee with many ODs present, some of whom were in uniform having gone on to careers in the Armed Services. Those present included a ninety year old whose father had been in the OTC at the start. Fond memories of the training received in the CCF were exchanged, with widespread recognition of the lasting value such training and discipline has in later careers. The Head Mrs Jane Davies welcomed and addressed those present, acknowledging the debt of gratitude to the many teachers who had volunteered and trained to become officers in the CCF over the years.

A heavy bout of rainfall in the afternoon drove everyone into the tea marquee but fortunately the weather cleared for the formal Flag Lowering concluding an enjoyable event. In the words of Mrs Jane Davies, here's to the next 100 years! ■

Flag lowering ceremony at St Dunstan's College



## 151 REGIMENT ANNUAL DEPLOYMENT

**151 Regiment invited the Marketors to National TA Headquarters at Grantham to observe a training exercise - a detailed planning process for a complex logistical movement.**

The challenge presented was to enable two, 70 vehicle, convoys to assemble at Camp Bastion (actually a village just west of Salisbury!) and proceed to their forward operating bases, avoiding pinch points, natural obstacles, the local population and known hostile areas. All possible contingencies arising had to be carefully considered in the meticulous preparation.



Hugh West, Capt Tim Lees, Roddy Mullin and David Williams at RLC Grantham

Finalised plans would then be put into practice on the ground during the following week-long deployment exercise on Salisbury Plain where they would be supported by regular combat patrol troops and Apache helicopter gunships.

The Marketors were entertained to a rapid hot lunch with the troops in a field canteen, followed by a close inspection of the latest operational vehicles ready for Afghanistan which including the Mastiff 3 troop carrier; the Warthog tracked vehicle; the Panther command and control vehicle; and the Husky protected support vehicle which is taking over from the lightly armoured Snatch Land Rovers. We were also able to view the full range of brand-new MAN 14, 8 and 4 tonne all-wheel drive protected support vehicles that 151 Regiment will shortly be using.

The afternoon concluded with a visit to the small arms simulation training range where a number of realistic video scenarios enabled us Marketors to show our skills at using the SA80 A2 Individual Weapon with devastating results to both friend and foe! ■

**Liveryman Hugh West**

# WESTFIELD STRATFORD CITY OPENS

Westfield open for business



**It is arguable how many livery companies can still legitimately claim a continuing interest in the health of the retail sales market within their craft or mystery – albeit that most were once based on the sale of services, manufactured goods or food within the City.**

But in so far that today's retail industry is dominated more by brand value than in specialism, marketing now plays the most crucial role in where and how people shop. The success of the retail sector also plays a critical part in the economy.

## CHALLENGING TIMES

Even given the depressed state of the retail market, currently struggling under price competition as well as the imposition of a 20% VAT rate, its value is set to rise by 15% over the next five years to around £312bn (UK Retail Futures 2011: Sector Summary, Datamonitor). However this represents a slowing down of annual growth. With operating costs and the cost of credit set to rise, the retail sector faces challenging times.

Consumer debt, rising interest rates, inflation, house prices and job security all affect how much people shop, and the current economic climate indicates that consumer spending will slow down and that margins will shrink. Customer confidence is a key issue: if people feel optimistic, they spend more. If they are nervous about their own financial security, they spend less.

With this unpromising background we saw the opening of One New Change in the City. But this development is dwarfed by the scale of the massive £1.8 billion Westfield Stratford City opened on Tuesday 13 September which must represent a welcome boost to suppliers and provide the somewhat longer lasting legacy for East London - at 1.9 million square feet it is already the largest urban shopping experience in Europe. It is also a significant new local employer in a long neglected area of London.

## GATEWAY TO THE OLYMPICS

Next August we will see this new retail centre serving as the gateway to the London 2012 Olympic Park and three quarters of all spectators are expected to walk directly through the centre on their way to the Park. This landmark retail development also serves a huge catchment area of over 4 million people - part of one of the largest urban regeneration projects ever undertaken in the UK.

Westfield Stratford City is anchored by flagship John Lewis, Marks & Spencer and Waitrose stores, a 17-screen Vue cinema, and the UK's largest casino operated by Aspers. With 250 shops plus 70 places to dine, it aims to create a new lifestyle destination for East London. Stratford City also includes three hotels and 130,000 square feet of office space, the first phase of a 1.1 million square feet office precinct and 1,200 residential dwellings which are expected to be developed after the 2012 Olympic Games.

From a marketing standpoint we should see it as a fabulous showcase for some of the best British retail businesses and brands, especially during the Games.



Steven Lowy, CEO of Westfield Group said at the opening: "Westfield Stratford City represents the latest evolution of our thinking and skills in design, retail and leisure mix, technology and sustainability. We have been delighted with the performance of Westfield London (near White City) in the three years since opening and that centre is expected to shortly reach £1 billion in annual retail sales. We would expect that in time, our two London centres will be the top performing retail sites in Europe, have sales of over £2 billion, attract over 50 million consumer visits per annum and create over 25,000 permanent jobs in London."

Considering that the retail and leisure mix at Westfield Stratford City has been delivered during a global financial crisis, the take up of shop units has exceeded all expectations - clearly assisted by the strong focus on London by many international brands from the US and elsewhere.

## A 21st CENTURY TRANSPORT HUB

The public transport connectivity is unparalleled. Firstly it has a new station entrance hall for Stratford Regional station, one of London's busiest, built directly underneath the centre with direct connection to the Overground, Underground (Central Line) and the future Crossrail. In journey time, Westfield is much nearer to the City of London than the West End, barely ten minutes from Liverpool Street. Additionally, the centre also links directly to Stratford International station and the High Speed routes to the South East and St Pancras. The centre will certainly become the prime shopping hub for East London and is probably as significant to the retail industry as the opening of Brent Cross back in the 1970's.

Technology permeates the centre and the shopping experience. John Lewis, long advocates of a never knowingly undersold policy have provided on-line order centres for customers to compare prices and to order their goods themselves in-store. As a little touch, I was fascinated by the 'find your car' service in the 5000 vehicle car park - enter your registration number and a screen tells you exactly where you left your car. Add to this digital media streaming, spectacular large screen formats, free wi-fi throughout and the latest in mobile aps for retailers and consumers, this is very much shopping and entertainment for the 21st century and well worth visiting. ■

**Court Assistant David Williams  
(attending the opening)**

# CHANGE IN THE CITY

Part of the City model viewed by Marketors

**Even during the current recession the demand in the City for modern office space has not diminished.**

With the help of our guide, Paul Taylor RIBA, FRSA, a walk on Wednesday 17 August took us through the centre of the City giving us a detailed, in depth account of some of the stunning new buildings that have appeared in recent years.

The event was heavily oversubscribed and there was 100% attendance on the night. We met underground below the Guildhall Art Gallery, in the City of London Marketing Suite which, in its originality, was conceived, developed and built by the Event Director, Liveryman Hugh West.

The Marketing Suite contains a magnificent 1:500 scale model of the City of London, detailed down to individual windows.

Constantly updated to be an accurate representation, it also contains models of all the buildings that have received planning permission but have not, as yet, been built. Thus it is possible to see the City as it is today and the skyline as it probably will be in the next ten years.

## A FIRST ON THE FIRST

**'July 1 will be difficult for everyone, for it forms a cardinal cross in the sky. Uranus, Saturn, Pluto, and the Sun will square off exactly and face each other..... If you were born around now, you will feel this eclipse. If born at other times, the effect will be a little milder' \*...**



Ladies lunch with the Master

And so started the day of the first ever Marketors Ladies Lunch. It was planned as a relaxed affair, starting with a guided tour of the Guildhall Art Gallery, and ending in conversation and conviviality in the private dining rooms of the Guildhall. But we hadn't reckoned with the stars.

If we'd checked the stars, we might have seen the City's Festival Procession timed to precision with our lunch! This year's theme was inspired by South Asian cultures, and featured a thousand children in colourful costumes and sculptures made from recycled materials.

On emerging from the Marketing Suite we were faced with a light summer shower which progressively became a downpour. However, our guide always seemed to find sheltered locations to point out and explain 17 major buildings which, with accustomed eye, we all examined in their architectural detail. From the cantilevered Lloyds TSB building to the minute detailing of the water wall at 5 Aldermanbury our progress led us to one of the newer buildings in the City, One New Change designed by Jean Nouvel and Sidell Gibson.

Up in the glass-fronted lift, the reflections of St Paul's bouncing off the glass walls, we reached the viewing deck with unbelievable views of the cathedral and most of the City of London. The progress of the Shard of Glass on the South Bank could clearly be seen.



As the rain stopped we reached SOCIETY, a new restaurant in the lesser known but characterful lanes of Blackfriars and ate their award-winning chef's choice which included duck, salmon, goats' cheese with side orders and large classes of quite reasonable Italian wine. After coffee we dispersed, on time, into an almost deserted, but totally dry, City of London.

All in all, despite the weather, an event much enjoyed perhaps giving all a greater appreciation of the architectural vitality of the modern City. ■

**Liveryman Hugh West  
Event Director and photographer**

Most of said children visited the toilets in the Art Gallery in tumultuous convoys headed by frazzled teachers, all of whom were bemused to find a growing gathering of lovely ladies who clearly weren't here for the procession.

Fortunately, gallery tour over, our resourceful Mistress managed to cut a deft route through the throng to be greeted by the waiting Master and a welcome glass of bubbly.

So, what's special about a lunch just for ladies? Well first of all it involves eating and drinking, and what's not to like about that? Secondly, with female membership at less than one fifth of the Company, it's a chance to focus on common interests and look at the Company from a female perspective. It's a long-standing tradition with a modern twist.

Murray Craig regaled us with his hilarious stories of famous people's freedom ceremonies, and legendary confusion over his name during numerous City events. Even the Master had to concede a moment of name reversal in his introduction.

Phillip De Klerk and his catering team provided the perfect backdrop for our 27 lady members and guests. We certainly experienced the eclipse on July 1 – the effects of which were sunny, spirited, positive and enriching. ■

**Freeman Lesley Wilson**

\* Astrologer Susan Miller -[www.astrologyzone.com/eclipses](http://www.astrologyzone.com/eclipses)

# MEMBERS' NEWS

## TRIBUTES TO LIVERYMAN CHRISTOPHER LANE

**Chris was one of the most exciting and innovative marketing people I have known over many years. He made things happen; he was never a follower.**

He was well trained in the hard marketing schools of Kilverts and Charringtons and Colgate, but came into his own with his appointment as Marketing Director in a small chicken producer, Farmers Table in Witham. Chris gathered a group of agencies around him to complement his own vision which was to change the whole chicken business from frozen football commodity into fast moving, well promoted, branded convenient chicken portions – a revolution in the industry at that time. Farmers Table became a major force in the industry against the might of Eastwoods and Buxted and when it was finally sold to one of the bigger players, they admitted they had thought it was three times its real size – all down to astute marketing and sheer 'balls'.

After that Chris went on to other big companies, but he really wanted his own company in which he could characteristically dominate the whole business – he was never one to hold back! Importing specialist biscuits and developing branded and own label, top quality ranges of bread sticks, rice cakes and others, may seem less than the industry leader he had been, but it was a very profitable business bringing an enjoyable balance to his life which many lose in the desire to grow businesses endlessly bigger and better.

In Sylvia, Chris had an amazingly patient and delightfully calm wife to complement his boundless energy and they brought up three delightful children – all a perfect mix of them both. All his friends and colleagues have great memories of Chris and as the fittest man I knew, it seems cruel fate that he should die of cancer on Monday 4 July. He will be well remembered. ■

**Freeman Jonathan Choat**



I met Chris Lane when he first joined the Company and was immediately impressed. It wasn't until he and Sylvia joined our party to India in 2008 however, that I really got to know him. He was lively, interesting and great fun to be around. When the Clerk told the Court that he had died, I simply couldn't believe it and before informing the people who went on the India trip, I felt that I had to make sure it was true. Sadly it was, and the World will be a sadder place without him.

Jonathan Choat paid a moving tribute to Chris at his funeral service that Past Master Peter Goudge and I were both able to attend. As you might expect, there was a massive turnout. Sylvia and the rest of the family clearly take great pride in his memory and our thoughts and prayers are with them all at this sad time. ■

**Past Master John Fisher**

# DIARY PLANNER

Important Company and Livery Events are on **bold**.  
The Great Events are in **bold**. Events in *italics* are restricted or by invitation only.

*Election of Lord Mayor, Guildhall* Monday 3 October  
(followed by lunch at Founders' Hall)

Foundling Museum Friday 7 October

**Bowden Charter Dinner, Drapers' Hall** Wednesday 19 October

Regimental Curry Evening Tuesday 25 October

Lords Mayor's Show Saturday 12 November

Remembrance Service St Bride's Sunday 13 November

Visit to Magic Circle Monday 28 November

**City Lecture, Goldsmiths' Hall** Friday 2 December

Communications Industry Monday 12 December  
Carol Service & Christmas Party

*Business Court* Wednesday 14 December

## 2012

*Court Dinner, Girdlers' Hall* Tuesday 10 January

**Installation Dinner, Plaisterers' Hall** Thursday 19 January

Inter-livery Pancake Races Tuesday 21 February

*Business Court* Thursday 23 February

**Thanksgiving Service, St Bride's** Friday 20 April  
**Spring Lunch, Stationers' Hall**

*Business Court* Thursday 14 June

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The Editor welcomes reports of all City and Company events and activities together with good photographs. MARKETOR will also consider publishing contributions from members on all relevant subjects of potential interest to others in the Company. All content at editorial discretion.

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