

Museum of Brands Professional Development Programme April – June 2020

Each audio talk will be shared at 10.30am on the Museum's new YouTube channel -

<https://www.youtube.com/channel/UCfiBvovqV2qg9mzMv5dJBpQ>

01/04/2020 – Jo Arden (MullenLowe) – Can Marketing Save Lives?

08/04/2020 – Emma Logan (Public Health England) – Digital Marketing and Behaviour Change

15/04/2020 – Hamish McPharlin (BBC Global News) – Memory Making in Advertising

22/04/2020 – Malcolm MacDonald (The Worshipful Company of Marketors) – Brands and Shareholder Value

29/04/2020 – Rory Sutherland (Ogilvy UK) – A World Without Branding: Why It Would Never Work

06/05/2020 – Tony Durham (Brand & Retail Consultant) – Winning Through Laziness

13/05/2020 – Paul Hitchens (Brand Consultant) – Create the Perfect Brand

20/05/2020 – Martin Lambie-Nairn (MLN & Partners) – Valuing Creativity

27/05/2020 – Deborah Madelaine (Mars) – User Centricity with Mars

03/06/2020 – Madelyn Postman (Leidar) – How to Name Your Brand

10/06/2020 – Angus Wyatt (Channel 4) – LGBT+ Representation in the Media

17/06/2020 – Michael Murdoch (The House) – Brand Storytelling with Story Cube

24/06/2020 – Kelly MacKenzie (White Bear Studio) – Design for Equal

Free downloadable resources relating to brands and marketing can also be found here:

<https://www.museumofbrands.com/online-resources/>

The Museum's professional development programme is generously supported by The Marketors' Trust @marketors

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