



THE MARKETING
ACADEMY



Confidential
Pre Launch Overview

US Scholarship Program



The art of marketing is no longer a management process.
It's the means to create a positive & profound impact on the
world we live in.

COMING SOON

'The Marketing Academy delivers the best marketing leadership programs in the world'
Syl Saller Global CMO Diageo

Our Why

There are many development programmes which will teach you how to be a better marketer and many more that can tell you how to become a better leader. We deliver the only programme that will also show you why.

We live in a world where the role of business has never born such a responsibility for the future of the planet and the health and wellbeing of those living on it. Marketers are the interface between what a business can do and what its customers will buy. This valuable two way dialogue needs to reflect our times and embrace values which will see businesses lead their customers towards a fairer and more sustainable world.

The need to invest in talent has never been greater provoking questions such as;

How can we identify our brightest & best minds and equip them with the values, beliefs, behaviours and skills to be outstanding?

How can our emerging leaders access C-Suite leaders to learn from their wisdom and experience?

How can they gain rich insight and knowledge from the diverse thinking in other industry sectors?

How can our high potential talent learn best practice from around the globe and be inspired to create world changing results?

And that's where we come in..

The Marketing Academy programs are highly selective. We only take those with the talent, drive, motivation and potential to be exceptional. For those selected our programs are completely free of charge.



“ The Marketing Academy delivers the best marketing leadership programs in the world ”

Syl Saller Global CMO - Diageo

Who we are

▶ The Marketing Academy is a not-for-profit organization founded in the United Kingdom in 2010 and in Australia in 2014. ▶

We develop the talent of today to become the leaders of tomorrow.

We identify and nurture exceptional talent in the field of Marketing, Communications, Media & Advertising by providing a forum for C-Suite executives, marketing experts, business leaders and coaches to inspire, develop and mentor an entire generation of future leaders.

We run programs for different levels;

The Fellowship - for CMO's

The Scholarship - for emerging leaders

The Apprenticeship - for 18 to 24 y/o

What we do

To deliver the Scholarship we unite an entire ecosystem; Brands, Media owners, Creative agencies, Media agencies, industry associations, academic institutes and leadership organizations.

We bring together CEO's, CMO's, entrepreneurs, authors, subject matter experts, inspirational speakers, founders of charities and sporting legends contribute to the curriculum on a pro-bono basis to make the Scholarship a totally unique and immensely powerful learning experience.

We then select just 30 emerging leaders from Marketing, Media and Advertising to experience this part time program, together.

Our programs are highly selective and delivered to delegates **completely free of charge**

“

The Scholarship has transformed the way I think about the C-Suite. Its gone from a pipe dream to an attainable goal!

”

Emily Byrne - L'Oréal

➤ The Scholarship Program explained

Delivered across 9 months our curriculum covers the 4 P's; core modules through which we empower our Scholars to be the best they can be

Personal Become an extraordinary human being

Unleash potential, build confidence, challenge beliefs and change behaviours, improve performance, supercharge communication skills

Professional Become an exceptional marketer

Skills development in marketing strategy, digital transformation, innovation, leading creativity, behavioural economics, customer insight, future trends

People Become an inspirational leader

Build high performing teams, inspire phenomenal results, boost leadership skills

Purpose Become a change maker



Understand 'purpose' in every context, pay forward learning into charity sector, be an ambassador for change and a passionate advocate for the United Nations Sustainable Development Goals

The curriculum is delivered across 4 learning streams;

- **One-to-one Mentoring**

Meet face to face with up to 8 high profile CEO's and CMO's

- **Executive Coaching**

Regular sessions with a dedicated coach who will facilitate personal development

- **Residential Boot Camps**

Three immersive events packed with leadership development, inspirational speakers & masterclasses

- **Lectures**

Attend four lectures each hosted by recognized subject matter experts

“ Want to learn from incredible leaders you’ve only read about? Build relationships with a great team of industry peers? Get a priceless mental, business & leadership boost? Then walk over burning coals, broken glass, molten lava, hot train lines and hard pavements to get on this program! ”

Alex Batchelor - BrainJuicer

➤ Selection Criteria

Whether client side brand in B2B, B2C, public or charity sector, media, communications or creative agency, media owner or platform, working for companies large or small, all applicants will be assessed equally against a strict criteria.

We’re looking for:

- Ideally between 5 and 15 years in a marketing or agency role
- Already in a leadership role or position of significant influence
- Working for current employer for 12 months or more
- Highly ambitious to further career in marketing leadership, aspiring to board roles
- Demonstrates commitment to career with evidence of results and achievements
- Interests in charitable, social, cultural, creative or sporting endeavours
- Commitment to broadening horizons, such as world travel and further education
- High emotional intelligence
- Naturally driven to succeed
- Employed full-time (not freelance) within easy travel distance to New York City with no known risk of resignation, redundancy or termination

“ There's nothing quite like the Scholarship, the talent and diversity of the people you meet equals pure inspiration and learning at its best ”

Laila Takeh - UNICEF

Application & selection process:

The program is free but highly selective so firstly we ask senior business leaders working in Marketing, Communications, Media and Advertising to nominate the best of their emerging leaders for a place on the program via our online portal. All 'nominees' then receive an 'Invitation to Apply' which contains essential information about the 3 stage selection process;

Stage 1. The Application

Following nomination and via the 'Invitation to Apply' nominees must provide a three part application which includes submission of:

- CV
- Employers endorsement form
- 2 minute 'Showcase Me' - a physical/digital piece demonstrating why they deserve a place on the program

Stage 2. The Pitch

Following stage 1, successful applicants will be invited to make a ten-minute 'pitch' followed by 15 minute Q&A. The pitch meetings will be face to face or Skype / phone

Stage 3. The Panel

Following stage 2, successful applicants will be invited to a face-to-face interview with a selection panel of marketing and HR professionals

“
It’s not just something that propels me forward in my career but it has been a genuine life-changing experience. Make sure you get yourself on this program... it will give you more than you ever thought possible
”

Adam Ross - Mindshare

➤ Important stuff:

About the Boot Camps...

There are 3 Boot Camps, one takes place over 5 days and the following two are 2 days. Attendance at the all Boot Camps is mandatory and take place in or near New York City. They require overnight accommodation which must be paid by the delegate or their employers.

About the costs...

It’s free to attend the program but as a not-for-profit we can’t contribute to expenses incurred by delegates while travelling to mentoring meetings, coaching sessions or learning events. Any expenses incurred must be met by the delegate or their employers.

More important stuff...

Scholarship places are not transferable to other individuals. Furthermore if a Scholar changes employer during the program we reserve the right to terminate their place.

Attendance...

To ensure the program creates the greatest impact delegates must dedicate 15 days to attend the program. At least 4 of these days will be during weekends.

Location...

Most of our learning events take place in New York City. Scholars who are unable to travel may have less exposure to mentors and fewer opportunities to attend lectures.



THE MARKETING
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We are actively seeking Sponsors, Partners, Speakers, Mentors and Executive Coaches to support The Marketing Academy US Scholarship Program

FOR MORE INFORMATION

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The Marketing Academy Premier Partners in the UK and Australia are:

