



WORSHIPFUL
COMPANY of
MARKETORS

Date:
Thursday 17 October 2019

Time:
6.30pm for 7.00pm

Tea & coffee will be served on arrival, and wine and canapés after the lecture. The proceedings will end around 9:00pm

Dress:
Business attire with
Company name badge

Venue:
Painters' Hall
9 Little Trinity Lane
London
EC4V 2AD

Nearest tube station:
Mansion House

Cost: £38 (including VAT)

For further information contact :

The Clerk
Worshipful Company of
Marketors
Plasterers' Hall
One London Wall
London EC2Y 5JU

clerk@marketors.org

Booking deadline:
Thursday 10th October 2019

[BOOK HERE](#)

MARKETORS' ANNUAL CITY LECTURE

Thursday 17 October 2019

Guest Speaker: **Tim Delaney**

Chairman and Executive Creative Director, Leagas Delaney

NUMBERS CAN'T BEAT EMOTIONS

For this year's Marketors City Lecture, we are fortunate to have Tim Delaney, Chairman and Executive Creative Director of Leagas Delaney speak to us.

Tim is acknowledged to be a global icon when it comes to creativity and has been responsible for some ground breaking campaigns. Tim will be addressing a particularly relevant topic:

NUMBERS CAN'T BEAT EMOTIONS **When marketing treats humans as data, we all lose.**

It would be easy to think that AI and social media are going to run the world. And if not the world, then definitely marketing and communications.

In the City, where numbers and data have had primacy for centuries, and analytics don't have to come from Cambridge to be part of daily life, it is particularly important to remember that, even in this digitised world, any form of marketing works best when human emotions, motivations, desires, are taken into account.

And that marketing is not simply a way of burnishing a company's tired image; it is a powerful method of exercising control over the destiny of your brands, your firms and your businesses.

This promises to be a thought provoking evening and you are advised to reserve your place as soon as possible.

Tickets can be booked on Eventbrite by following [this link](#)



Tim Delaney
Chairman and Executive Creative Director, Leagas Delaney

Tim started his career in the mail room. By 27 he was Creative Director of BBDO, and Managing Director at 32. He started Leagas Delaney in 1980. Over the years he has won countless awards for his campaigns.

He is known for his work on the Patek Philippe 'Generations' campaign, adidas, Timberland, Harrods and Pictet. He has been President of D&AD, and later received the D&AD President's Award, followed by The Creative Circle's President's Award and a British Television Awards Lifetime Achievement Award.

Tim was inducted into The One Show Advertising Hall of Fame in America, Campaign's British Advertising Hall of Fame, and in 2017 was awarded a Lifetime Achievement Award by China Advertising.

He is the only creative person to be awarded in such a way by the UK, the USA and China.

He is a working copywriter.

I look forward to seeing you on the evening. Guests are welcome.

Andrew Cross, Master