

MAAG

**marketing
agencies
action
group.**

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MAAG develops
skills and represents
the interests of
entrepreneurial
and independent
marketing agencies.



Members Groups.

MAAG prides itself on engaging everyone in its member agencies, this is achieved through Member Groups and Events. All Member Groups provide the opportunity to share knowledge and express views that can feed into the future direction of the MAAG and the industry as a whole.

- Talent Group
- Commercial Group
- New Business Group
- Future Leaders Group
- Diversity Group

- CEO Breakfast Group
- Creatives Group
- Advisory Board

47 Free Member Events per year



Networking Events & Thought Leadership.

Our annual events programme provides a hub for innovation, connectivity and debate. We have teamed up with thought leaders and beyond to offer a cutting edge, inclusive and dynamic programme.

- Inspirational Talks
- Panel Discussions
- Workshops

- Industry Update Sessions
- Speed Networking

All of our events are open to a wide range of individuals from across the sector, at different levels of experience and providing the opportunity to learn, debate and be inspired, while connecting with others. MAAG Members receive priority access to all of our events.



GreenJam.

GreenJam is a monthly event for enthusiastic young agency marketing professionals.

The evening is informal and provides a fun learning atmosphere that is great for peers who want to excel in personal development and to share and learn in a relaxed protected environment. The themes are generated by MAAG's Future Leaders Group and the events typically are in either a Panel Discussion format or a workshop style event.



Learning & Development.

The MAAG Learning & Development programme has been designed through consultation with our members, trainers and industry leaders, providing relevant and timely interventions to meet the changing needs of our industry. We provide comprehensive training for the entire organisation.

The Learning & Development programme includes:

- Half day workshops
- Full Day Courses
- Certifications
- Qualifications
- Bespoke Training

- Online Training
- Mental Health First Aid Champions (MHFA) Certification
- The Diploma in Integrated Marketing



Raising Awareness & Championing Issues.

We work tirelessly to champion the work of the sector in order to protect and amplify the issues and challenges facing the industry.

The Debating Group

MAAG are partners with The Debating Group who have been holding debates in the House of Commons since 1975 to discuss the contentious political issues which surround marketing. As a sponsoring organisation we host debates at the House of Commons and bring our members, marketers, politicians, journalists and the public together.

Festival of Happiness

Mental Health and Wellbeing is a subject that affects all industries. MAAG have an annual event called The Festival of Happiness which takes place during Mental Health Awareness Week. This is a part of MAAG's Happiness Agenda which consists of training and events throughout the year.

Advertising Association

As a key UK trade association, the MAAG are also members of the Ad Association. The Ad Association is the Group that brings together all the marketing trade groups to promote, protect and support their collective interests to Government and the population at large.

New Business & Partnerships.

The New Business Group is committed to delivering the insights and tools to enable agency members to optimise their skills and resources which drive new business. As part of this program the MAAG has developed partnerships with:

OYSTERCATCHERS

MAAG is a partner of Oystercatchers the leading senior client and agency community. MAAG Members can present on the Oystercatchers platform their latest work, thought leadership and be a part of industry discussion. The Oystercatchers Club is featured on Marketing Week that reaches 4,000 active client marketers per day, 400,000 unique visitors per month and 1.2M page views per month.

Globality

We partner and work closely with Globality to ensure agencies grow client connections. Globality is a platform that brings clients to the independent services sector through the latest search technology. We have direct contact with the Globality team in London and can fast track your application to their platform.



thenetworkone create virtual networks of agencies to respond to client global briefs. As a member of MAAG you get access to membership of thenetworkone at half price.



JFDI runs a quarterly session for member agencies to provide help and education in building a successful new business operation.

Additional Benefits.



Legal Helpline

In partnership with Lee & Thompson we offer 30 minutes free full scale legal advice, including employment, contractual, IP. Available per agency per month.



Pitch Protection

Protecting your creativity is important. Designed to help prevent disputes with clients arising in the first place by acting as a deterrent to clients thinking about stealing your ideas. The Pitch Protection Certificate drawn up by Lee & Thompson puts clients on notice of the fact that you treat the pitch as confidential, that you have identified what is valuable and could be protected.



Agency Purchasing Power

We leverage collective agency buying power so member agencies can benefit from better prices delivering significant cost saving.



Monthly Newsletter

A monthly newsletter containing news, views and member profiles.



“It’s fantastic to see the MAAG team really working to represent the industry, nurture talent, and also flying the flag for independents”

Jason Foo
CEO, BBD Perfect Storm



“MAAG offers Sense Accessibility to peers, to training, to steering groups and beyond. There’s something for everyone in the agency which makes membership invaluable”

Lou Garrod
Managing Director, SENSE London



“GreenJam events are brilliant! The topics discussed are all highly relevant to everyday agency life”

Gemma Brown
Account Executive, The Marketing Store





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