

winmark

*Building a global CMO
community
at the heart of a C-Suite ecosystem*



CMO UK Board



“Winmark is quite simply invaluable in helping me understand what businesses and individuals are concerned or excited about. The range of topics discussed and experience of the network members means every session is insightful and worthwhile. I wouldn't be without it.”



Angela Norris
Head of Client Relationships
Pinsent Masons



Chair



Will Brewster
Global Head of Communications
Clyde & Co

Panel



Chris Daly
CEO
Chartered Institute of Marketing



Angela Norris
Head of Client Relationships
Pinsent Masons



Julie Mortimer
Marketing Director
Mills & Reeve



Iulia Balan
Managing Director
State Street

Some of Winmark's 900+ Members



“Working with Winmark has greatly enhanced our in-house training and development programme.”



Rachel Jacobs
Group General
Counsel and Diversity
Equity & Inclusion
Champion
Springer Nature



The Winmark CMO Network – At a Glance



The CMO Network is a protected space for CMOs and Marketing Directors to share challenges, ideas, successes and passions in a 'non-sales' environment to encourage open dialogue.



The CMO Network is based on a peer-to-peer model, in which members learn from each other, benchmark, gain assurance and tap into the 'wisdom of the crowd'.



Members gain practical insights through in-depth case studies and impromptu reflections; from nightmare 'war stories' as well as award-winning initiatives.



Members have access to resources, toolkits, and insights coming out of network activity which is captured and archived for on-demand reference.



CMO Network members get insights and expertise from Network technical partners to help them challenge their advisors effectively and help frame the scope of advisory work.

Delivering Value on Every Level

Organisation

Insight

Into what the best CMOs and companies are doing and how they are doing it.

Confidence

Ability to capitalize on proven CMO methods with supporting collateral.

Access

Access to 900+ leading C-Suite Executives, filling knowledge and skills gaps, which you can tap into at any time.

Role

Strategic

Insight into what is possible and the spark and energy to make it happen.

Decisions

Better and faster decisions made with greater confidence.

C-Suite

Commercial and career benefits of access to the Winmark C-Suite networks and profiling.

People

Better managed people, staying longer, engaged, performing better and delivering more value.

Risk & Money

Reduced risks and consultancy costs, due to proven methods from peers.

Team

Time

Saved time in sourcing better policies, tools and methods. Right first time, freeing up time to add value.

Unlimited

Unmetered usage that costs less than half a days consultancy.

Develop

Free access to \$100,000+ of World Class Masterclasses.

What does Winmark do for You?

World Class C-Suite Community

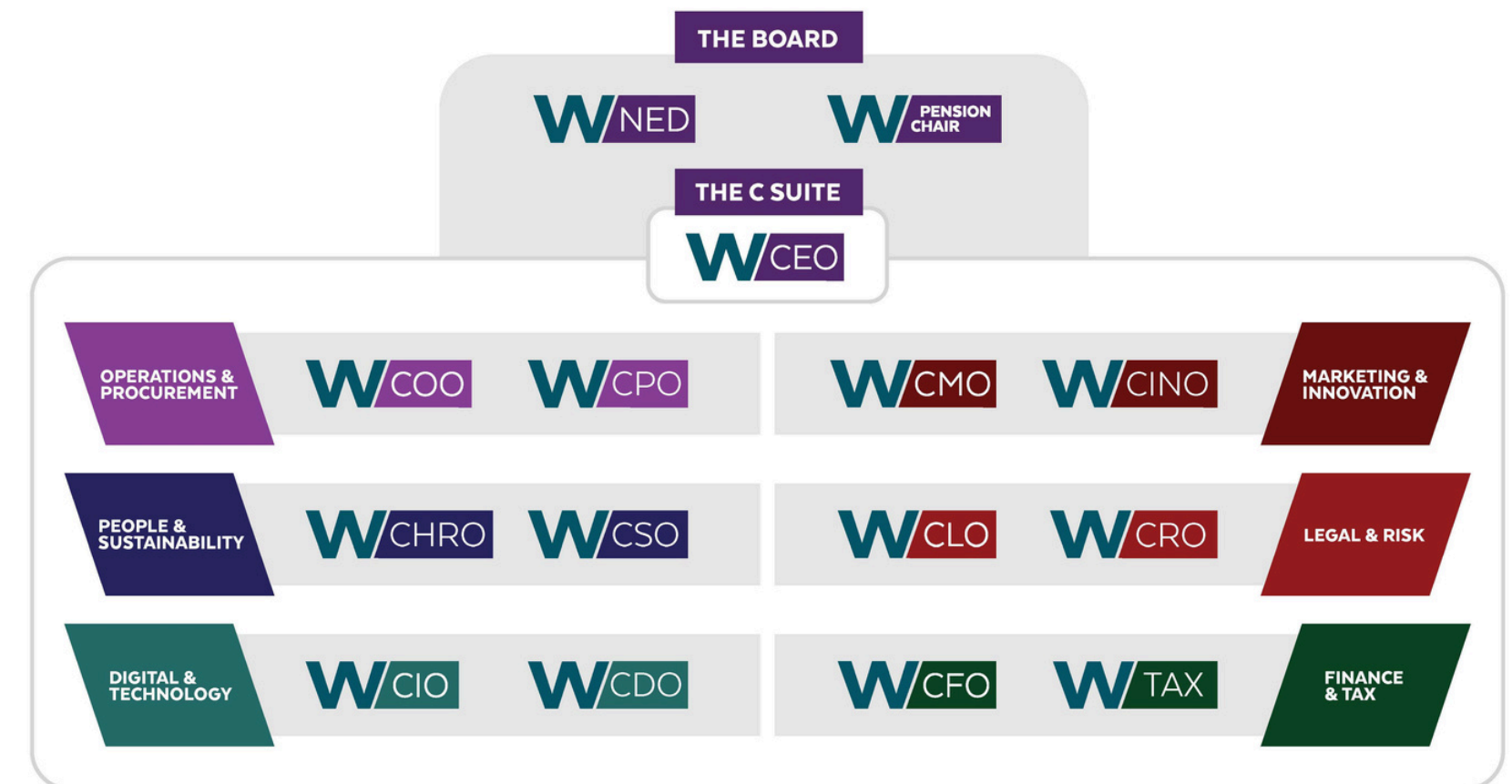
You get global access to 16+ C-Suite networks, including over 140+ C-Suite meetings annually, offering the ability to connect and source insights from over 900 member organisations globally.

World Class Development of your Team

Academies & Masterclass programme to develop and empower your team, including access to our 'Fortune out of a Box' strategy, delivering all the tools you need to run a world class business unit.

VIP Service & Career Support

Winmark helps members throughout their career (including between roles), through one-to-one support, access to our unique NED mentor pool, pop-up boards and profile raising.



One of our members described Winmark as follows...

“Winmark is an executive education company specialising in C-Suite development, networking and thought leadership. A Corporate Membership includes access to all networks and Winmark Academies.”

2024 CMO Meetings



The Alchemist Lunch w/ Rory Sutherland, Vice Chairman, Ogilvy UK



Harnessing the Power of Influencers



Politics of Climate Target Changes



Retaining & Rewarding Diverse Talent



Sustainability – Driving Profits with a Purpose



The AI Paradox – Why the personal touch is still key



Leading Multi-Generational Teams



EY on Connected B2B Data: Industrialising client-centricity at scale



CMO Members Dinner



The 12 Powers of a Marketing Leader

Masterclasses & Certificates

Masterclasses and Certificates



Blockchain & Metaverse
Cyber Leadership
Data Leadership
AI & Machine Learning



Presence & Communications
Team & Change Leadership
Negotiating & Influencing Skills
Project Management

Careers and Succession



One Day MBA
Climate & Sustainability
Finance for Business Leaders
Governance & Leadership



C-Suite Certificate



Aspire: The C-Suite Next
Gen Programme



NED Mentoring

Unlimited

The current portfolio offers over 90 hours / CPD points (2-3 weeks) to every member a year and there are no restrictions on member usage.

Free for Members

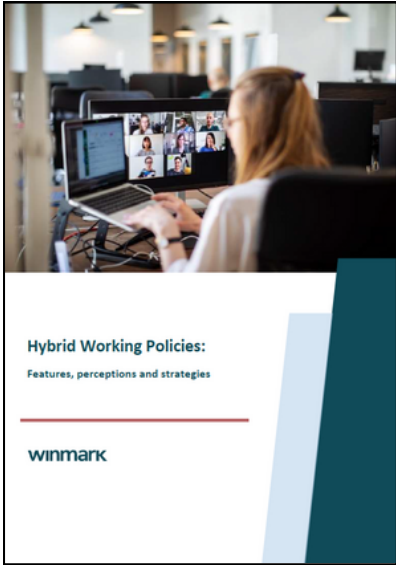
Membership includes all masterclasses which can be used to develop yourself and your team. The masterclasses alone are worth the membership.

Real & Applicable

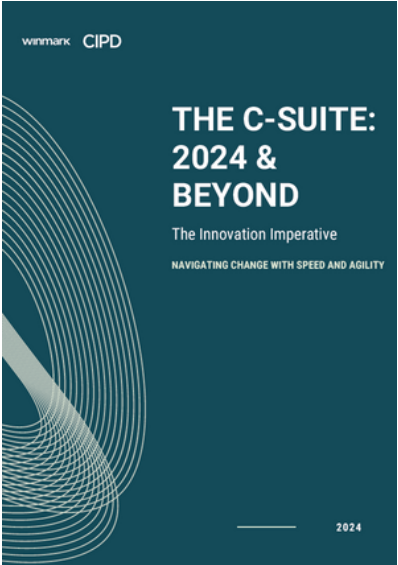
Masterclasses are World Class and kept relevant and up to date with a faculty of practitioners and the links to Foob strategy.

CMO Know-How

Must Reads



Hybrid Working Polices Report



The C-Suite: 2024 & Beyond

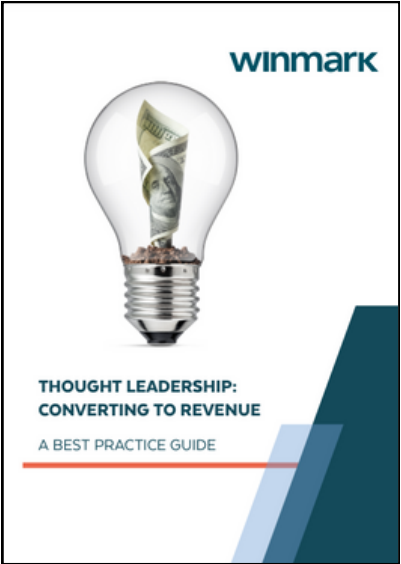


2024 Department Finance Benchmark



Top Insights for CMOs

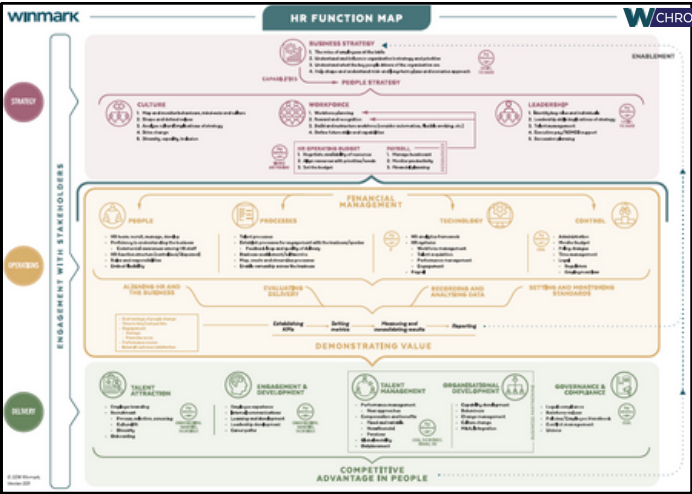
Welcome pack



Winmark Thought Leadership Best-Practice Guide



How to become a Non-Executive Director



Marketing Function Map

Members in Action



Member Offering Summarised

Account Management Dedicated to Your Success		
Regular Account Catch Ups Addressing your issues in person and finding you solutions. The new member pack alone is worth joining for.	Crowdsourcing of Solutions Ability to source proven solutions anonymously from the best of your peers and beyond.	Bespoke Programme for your Department Best of peers sharing know-how with you face-to-face and virtually.
A World Class Open Community		
Global C-Suite Access Access to 14+ C-Suite networks, 160+ events across over 20 global cities.	World's Best Insights Insights from the World's top consultancies and business schools at your fingertips.	Digital Community The member area makes everything easy, from booking masterclasses to sourcing know-how.
Fortune Development of Your Team		
Masterclasses & Certificates Intensive deep dives including over 12 masterclasses covering business, people and tech.	Aspire: The C-Suite Next Gen Programme This is a three year programme, included in the membership.	Foob [Fortune out of a Box] The Foob content strategy is focused on delivering all the tools and collateral you need to run a World Class business unit.
Personal VIP Support		
Pop Up Boards Pop-up Boards are a safe space that consist of a group of experienced NEDs that form to address a certain issue for you.	In Transition Members & NED Mentoring Whatever your employee status the team will look after you. You can also access a unique NED mentor pool.	Career Support & Profile Building To boost your career we offer, one on one support, profiling online and at events to support personal ambitions.

"The quality of communications and personal interventions are the best I have ever seen."
 Board Chair & NED

"I regularly share these insights with the rest of our leadership team."
 Group Director, EasyJet

"The best course I have ever attended. The level of thought is excellent."
 Director, Aviva

"Very impressed that you do this. Thank you."
 CXO, NBCUniversal

Creating Value

“

“When I have a problem I use the network rather than a consultancy”

Smith's

”

“

“The report has probably saved us £60,000 in consultancy fees”


vodafone

”

“

“We found our membership to be extremely useful, valuable insights and a fun group”

AIG

”

Your C-Suite Membership

Options	Who is included	One Year	Two Years	Three Years
C-Suite	You and your entire Executive Committee	£ 25,000	£ 47,500	£ 70,000
Department	You and your entire Department	£ 8,000	£ 15,200	£ 22,400
Personal	You	£ 3,500	£ 6,650	£ 9,800
Know-How & Executive Development	Free & Included <ul style="list-style-type: none"> ○ Pop-Up Boards ○ All Events & Open Masterclasses ○ Winmark Reports, Tools & Templates 	Available from £4,500 <ul style="list-style-type: none"> ○ NED and Board mentoring ○ In-house Masterclass opportunities ○ Thought Leadership, Research, Benchmarking 		

FAQs

Profile & Career

Can Winmark help me build my profile?

Yes, Winmark can help you build your profile within the network and as a business leader. This usually involves a review of your current positioning and then growing your profile in a targeted way aligned to your career.

Meetings

Can I attend other network meetings?

Yes, we encourage our members to learn from members outside their network, so you are welcome to register for meetings that are organised for other networks. Network members are always given priority.

Team Value

How can I ensure the team get value straight away?

Membership often pays for its self in the first 48 hours. This is because of a rigorous and inclusive onboarding process. This includes a member induction pack, account names, what's coming up soon, and a walk through-session to ensure early traction and a smooth start.

Global Team

How can my global team access the benefits?

Two thirds of our events and training are online and each is recorded so your team can catch up at anytime. There is also a Member portal where they can access know-how 24/7. We run in-person meetings in many cities and if you would like more meetings in a city near you please do ask.

CPD

Can I earn CPD points by attending Winmark events?

Yes, every hour spent with Winmark is one CPD point. Winmark can provide recognised summary CPD certificates for you and members of your team. It is a great way to ensure our team stays current and trained.

Budget

I want to join but don't have budget, what can I do?

Our standard practice is to invoice at the start of the membership year. If this doesn't work for you, we can come up with a payment plan for you to split and delay payments where possible.

Next Steps - Your VIP Member Roadmap



Confirm you would like to join Winmark

- Let us know if you need help with internal sign-off
- Secure the onboarding call in your diary early.

Tick once done



Access your 'Welcome Pack' and diary 'What's Coming Up'

- Logon to the membership area
- Download the App
- Sign up to events
- Highlight any immediate priorities



Onboarding Call and Team Access

- Identify key challenges, opportunities and priorities.
- Decide on who you would like included (no limits within your membership)
- Discuss a Team Briefing call



Embedding Your Membership

- Trigger introductions, consult the memberships, profiling, mentoring, pop-up boards, research and other platform opportunities
- Align events and masterclasses to team development needs.
- Look at 'Aspire Programme' and the internal Academy opportunity.

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