



## Marketing Group

### Annual General Meeting, 11 March 2020 at 18:00

#### Report from Chair

Firstly, thanks are due to Marketing Group committee members for their enthusiasm and efforts throughout the year, especially Ian Gordon as Treasurer and Mike Bloomfield as Secretary. Mike Bloomfield, Mark Scudamore, Alan Bodley, Mike Maunder and David Espley have been stalwarts in arranging events & advertising. Allan Malcolm and Terry Page have worked our relationships with other RSC groups. Two committee members left during 2019 - Tilele Stevens (our first female chair, and a hard act to follow) and Tom Keaveny (now Secretary of Chiltern & Middlesex Local Section); again they deserve thanks for their contributions over the years. This means that we are looking to recruit new committee members for 2020.

During 2019, the committee has been investigating who attends our meetings and how best to engage with them. We have therefore strengthened our relationship with the SE-Area Local Sections while continuing to collaborate with Management Group and other members of Industry Division. The RSC Networks team and SE Education team have provided useful guidance regarding our advertising and general member engagement.

The 2019 programme included 6 early-evening talks covering a variety of chemical products and services: antibiotic resistance, forensic chemical analysis, scale-up of Li-ion batteries, safety in the petrochemicals industry, recyclable packaging and the future of industrial helium. The talks typically attracted 50-70 attendees – from A-level students & undergraduates through to retired members, from education, research and industry. We also held a members-only visit to the Innovation Centre at the Royal College of Arts, and a webinar on business collaboration arranged jointly with the RSC Management Group. We hope this meets a general objective of exploring and raising awareness about the markets for chemistry.

The events programme is intended to meet a general objective of exploring and raising awareness about the markets for chemistry in a manner which appeals to all career stages. The 2020 programme will therefore follow similar lines to 2019; planned events include renewable energy, marine pollution, DNA sequencing, scarce materials, metallised films and dryland water management. The committee is keen to keep the events free of charge and to continue the tradition of providing cheese-and-wine to stimulate discussion. There will be a day-time visit to Apothecaries' Hall in June 2020 and a business-related webinar (date to be agreed.) New ideas are always welcome, both about the content and format of events; help with organising events is also greatly appreciated.

On behalf of the Marketing Group Committee, I would like to thank all our group members for their support and look forward to another year of stimulating chemistry.

Nick Gudde  
*Chair, RSC Marketing Group*