



(From left to right) Orla Murphy, Amárach, Mark Nolan, Amárach, Angela Healy, **Empathy Research**, Pat Stephenson, Boys and Girls, Gráinne Gallagher, News International, Jimmy Murphy, Publicis, Aoife Sadlier, Sparkqual, Irene McEvoy, **Marketing Society** and Leona Daly, Heineken. Missing from the photograph are: Ruth Guy (Barnardos) Martha Fanning (B&A) Fiona Curtin (AIB) and Gráinne O'Brien (Murray Consultants).

# New Blood at the **Marketing** Society

Aoife Sadlier has been appointed as the incoming chairperson of the **Marketing Society**. A director of SparkQual, a specialist qualitative **research** agency, she has also held various **marketing** roles in both New York and Chicago and has worked with a number of **research** agencies in Dublin, most recently Millward Brown Lansdowne, where she was an account director and head of the qualitative unit. **Angela Healy** of **Empathy Research** is the incoming Vice Chairperson.

A number of new members have also joined the council including Leona Daly (Heineken), Pat Stephenson (Boys and Girls) Mark Nolan (Amárach) and Gráinne O'Brien (Murray Consultants).

According to the **Marketing Society** one of its key missions this year is to make sure that **marketing** and its relevant disciplines are at the heart of the Irish economy's recovery. To achieve this, the Society

plans to deliver a series of relevant events, based around this year's theme of 'Building through Positivity'.

The Society's first event of the new term will take place on Wednesday, October 12th in the Convention Centre and is based on the theme: 'Brand Building through Sustainability'.

Confirmed speakers include representatives from Cybercom, Proctor & Gamble, Coca-Cola, Diageo and Amárach. The event will be introduced by RealEyes sustainability.

This year's **Marketing Research Awards**, which are organized by the **Marketing Society**, will take place on Friday December 9th in the Shelbourne Hotel in tandem with its members' Christmas lunch. Details of the **Research Awards** will be announced mid-September, with the closing dates for entries on Tuesday, November 8th.