



Summary of Marketing Group Survey

The Marketing Interest Group survey was completed by 61 people, 45 members of the Marketing Group and 16 other RSC members who self-identify as working in Sales and Marketing. The responses to the first four questions and a resumé of the free-form comments are given on page two below. Responses to the last question requesting volunteers to help are not shown but those who replied have been recorded.

Overall, the view of the respondents is that 'Marketing in the chemical sciences' is a very broad area which is not, as its name may imply, solely focused on Marketing as a discipline. 'Marketing in the chemical sciences' ranges from the processes of marketing chemical products and services to how chemistry shapes and is shaped by societal challenges and emerging markets.

Consistent with this broad definition future Marketing Group events should provide to its members not only specialist knowledge in marketing but to be a 'vibrant platform' for understanding the role of chemistry across society, how that chemistry is brought to markets, the challenges in licensing and to be a forum for networking across the whole supply chain.

Of the suggestions for future talks three talks stood out - Life Cycle Analysis to identify new sustainable products, chemistry's role in enabling renewable energy and its storage, and how the chemical industry needs to adapt to changing markets. Also, there was significant support for events which look at how start-ups and new ideas get to market and the role of marketing to promote and guide the development of new products.

In terms of how members would like events to be run there was clear feedback to continue with online events. However, there is also an appetite to have some face-face meetings to enable networking with fellow professionals, those working across the supply chain and other kindred spirits. Hybrid events, live meetings broadcast online, are a good way to achieve members' needs and polled the highest in the survey. Their higher cost for both audio-visual and room hire, and the availability of suitable venues may limit the number of them.

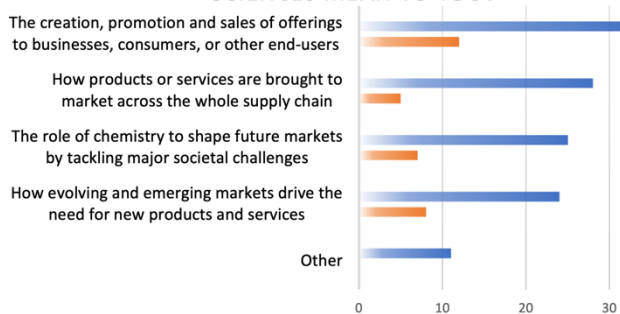
The next steps for the Marketing Group committee are:

- 1) Ensure the Marketing Interest Group's remit is adjusted to reflect the members' feedback.
- 2) Put together a 2022/2023 series of events consistent with the members' views. An initial focus will be on Life Cycle Analysis for sustainable products, examples of chemistry driving new renewable energy and storage and the challenge for innovative new start-ups to fulfil market needs. A talk on marketing techniques is already planned but we shall explore an additional talk on other marketing related topics later in the year.
- 3) Contact those who offered help to either find speakers and/or join the committee to help shape the future agenda. These offers of help could modify or add to the events planned in 2022/2023.
- 4) Subject to cost and availability, explore the hosting of at least one hybrid event at Burlington House or possibly elsewhere in the UK in 2022 to enable face-face networking whilst not disenfranchising those who prefer online events or cannot travel.

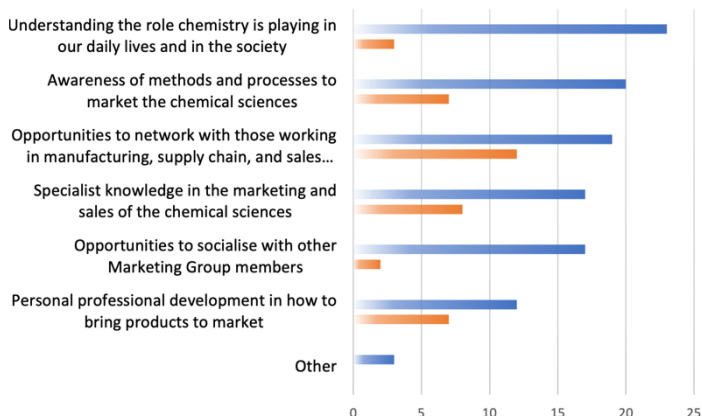
Many thanks to all those who filled in the survey. We trust the conclusions and next steps above are, consistent with the views and aspirations of all in the Marketing Group and all the sales and marketing professionals across the RSC.

The Marketing Group Committee 31st March 2022

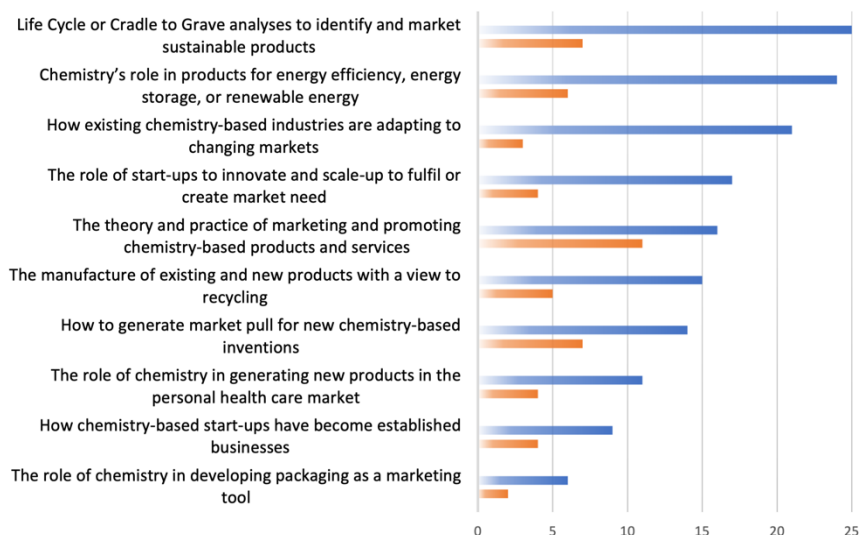
Q1 - WHAT DOES MARKETING IN THE CHEMICAL SCIENCES MEAN TO YOU?



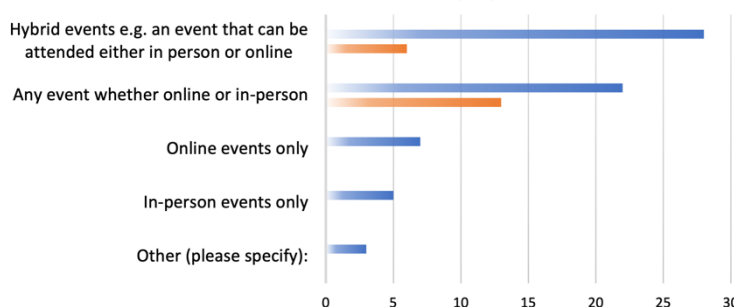
Q2 - WHAT WOULD YOU LIKE TO GET OUT OF MARKETING GROUP EVENTS?



Q3 - WHICH OF THESE SUBJECTS INTEREST YOU AS EXAMPLES OF FUTURE TALKS?



Q4 - WHAT TYPES OF EVENTS WOULD YOU LIKE TO ATTEND IN THE FUTURE?



A condensed résumé of the free-form comments

- The scale-up of chemical change from bench to market.
 - How the need for new chemical products and services is satisfied.
 - How the chemical industry is tackling global warming.
 - Licensing technology.
 - The impact of external forces such as legislation on decisions in the Chemical Industry
 - Communicating the benefits and new developments of chemistry across society.
 - Connecting chemists with challenges and experts with solutions.
 - Making businesses aware of new chemical products.
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- Employment
 - Link with potential technology licensees.
 - Make the MG a more robust, inclusive and vibrant platform for the RSC and the chemical sciences' professionals
 - A forum for to share the cutting-edge technology, trends, discoveries and changes in the pipeline.

- "Bio factories" and their impact upon sustainability
- Do chemists have to be employees? - talks on how to bring new, patentable products or processes from small independents to larger organisations from those who have done it. Perhaps in collaboration with the Law Group.
- What attributes are common in stellar success products and how to capitalize them in launching new products?
- "Links to the chemical 'trade' associations and what they do.
- Developments in solid state batteries for grid and domestic electricity storage.
- Marketing to shape Government policy e.g. the net zero policy and the transition to electrification
- Who can we sell to, who are they, and where do they work? - understanding the chemicals market beyond the high-level overviews of industry segments and export figures by country.

■ Responses members

■ Responses non-members