

Good evening ladies and gentlemen.

I am delighted to stand here representing Nigel Wright Recruitment at the 2019 North East Marketing Awards.

Following its hugely successful inaugural year, its brilliant to see the event has grown in 2019 – bigger venue, more guests and an even broader range of nominations submitted across all 15 categories.

There's been a fantastic level of interest from in-house teams and agencies from across the region. And as title sponsor, we're excited to help celebrate everyone's creativity and success during the next few hours.

Oh... and despite coming close to winning last year, we felt it best that Nigel Wright stayed clear of the 2019 nominations and let the talented businesses and individuals we're proud to represent gain the recognition they deserve .

The reason why we're so passionate about these awards is that we understand the value of marketing, as well as the integral role it plays in running businesses.

Technological advancements have undoubtedly changed how marketers think and respond to the world. And while we're fortunate today to have access to incredible tools that can personalise and automate communications, it's important to remember that core marketing doesn't change.

What do I mean by that?

Marketing has the power to inspire audiences. But it only ever achieves this when making truly emotional connections and fostering meaningful relationships with people.

There's growing concern – and rightly so – about the gathering of faceless data and an abundance of irrelevant content. Only by embracing the inherent human side of marketing, can marketers gain the trust and respect of those they wish to connect to and inspire.

Nigel Wright also understands and values the importance of making meaningful connections. Many of the people here tonight have relationships with or have experienced touch points from my great team. And I would like to take this opportunity to thank them for all their hard work in making tonight happen.

I would also like to thank Claire and the team at Echo Events for their efforts, as well as the judges for giving up their time to interrogate and assess all the applications.

Having such a competitive nominations pool is a testament to North East companies and their outstanding efforts in developing people and helping them move forward in their careers.

I hope you all have a great night and good luck to everyone nominated for an award.

Thank you.