



**WHO?
WHY?
AND
WHAT?**

"Mother's Meetings Talent is a game changer in the mum world. Always ahead of the curve and not afraid to create campaigns that tackle tough subjects, as well as the more entertaining aspects of motherhood. MOTHERS MEETING IS WHERE THE TRAILBLAZING MOTHERS MEET, SHARE AND DISCUSS"

ROSIE NIXON, EDITOR-IN-CHIEF, HELLO!



WHO WE ARE

MM TALENT is a parent focused creative agency that believes in forward thinking creative strategies that excite & ignite.

Powered by **The Mothers Meeting** community.

In a world where no-one believes anything advertisers say anymore, conversations are what create meaningful engagement and giving valuable insights. And no-one loves to chat more than us mums.

So, if you want to get your business or brand talked about in the right way, we are the people to talk to.

MM TALENT is a parent focused creative agency from the agenda-setting Mothers Meeting network. Connecting remarkable people and visionary brands, MM Talent is the hub for some of the world's most influential and engaging individuals.

With more than 200m ad-blockers used globally each year, and growing consumer scepticism, big numbers no longer necessarily yield big results.

IN A NUTSHELL MM TALENT KNOWS HOW TO CREATE & DELIVER AN AUTHENTIC CONNECTION BETWEEN AUDIENCE & PRODUCT=SALES

“CONNECTING THE WORLD'S COOLEST MUMS

THE SUNDAY TIMES STYLE



“MM Talent takes normal, everyday mummy things and makes them cool. It brings a style voice paired with boundless enthusiasm to a generation of new mums who are not willing to wave goodbye to their pre-motherhood lives. Exhausted mums now share in a community of fitness, nutrition, fashion and fun with the ever-growing MM family... Shoreditch House is always looking for innovative programming across the board, and that includes mummies. MM brings a credible brand to our members and provides our houses with exciting non-mumsy events for mums.”

DAN FLOWER, CREATIVE MANAGER THE FACE MAGAZINE.



MOTHERS MEETING X SOHO HOUSE MAGAZINE FEATURE

MEET THE TEAM



JENNY SCOTT
FOUNDER

Jenny Scott, is the inspiring Founder, Leader and Creative Director of Mothers Meeting.

Over 10 years ago, Jenny recognised the need for a new kind of mums network and used her talents as a creative director / graphic designer working for global brands such as Nike and Coca-Cola to create a series of events and workshops for mums looking to meet like-minded friends, business partners and mentors.

Since the launch of her book in 2014 “How to be a Hip Mama Without Losing Your Cool”, a parenting survival guide for a new breed of mums, the Mothers Meeting network has grown to over 70K members. Jenny and her team have created international campaigns for global brands such as Mulberry, Netflix, Mercedes, Soho House Group, amongst many more.

Like its founder, Mothers Meeting is a breath of fresh air offering an infectious welcoming approach for thousands of women who attend its powerful events and workshops held consistently throughout the year.

She lives on Kent coast with her three young children and partner Joe Hill. who is also one of the UK’s most successful chefs.



KATY WORWOOD
CEO/PARTNERSHIPS

Katy Worwood joined Mothers Meeting 7 years ago after the birth of her first child. Following a hugely successful career in the media, Katy is responsible for Mothers Meeting’s commercial partnerships.

Katy’s career took her from NGN editorial on to NGN Commercial Partnerships then after 8 years at News UK, to a Director at leading agency TCP for 7 years responsible for entertainment partnerships across the national press creating and brokering front page promotions with brands such as Channel 4, EMI, Fremantle and Live Nation.

Katy’s commercial acumen and ability to broker partnerships means MM has collaborated with some of the world’s leading brands, delivering great results.

With a sense of humour, bundles of life experience Katy ensures great results for all parties and will facilitate a fun and stress free project management process.

Katy lives in London with her 3 young sons and partner Andy



NOELLA PIRIE
PR & COMMUNICATIONS

Noella is a PR and communications expert with over 25 years experience in parenting, fashion and interiors retailing. Noella was Global Head of PR at Mothercare for 15 years and evolved to include social media and online content, which meant she had the opportunity to work with some of the UK’s most well known influencers throughout their growing digital careers.

Her proudest moment at Mothercare was the Body Proud Mums campaign. A campaign that saw Mothercare start a global conversation across multiple channels surrounding the beauty of the post-birth body. The campaign won numerous awards and achieved press coverage in 55 countries, reaching 1 billion people.

After a contract at MADE.com in 2020, working on sustainability comms, Noella is now a PR consultant working with a range of clients.

Noella lives in London with her husband and two grown-up children.

CLIENTS



LIBERTY
LONDON



mothercare



PRIMARK

Microsoft

NET-A-PORTER

Kickers

GAP

bugaboo

HARVEY
NICHOLS

NETFLIX

MARKS &
SPENCER

Superdrug

COWSHED

J.CREW



ASK ITALIAN

MADE

SANDERSON
LONDON



BOXPARK



MULBERRY

Aveeno



H&M



AVEDA



PRESS

VOGUE

GRAZIA

THE  TIMES
THE SUNDAY TIMES

The Daily
Telegraph

DAZED

THE  TIMES
STYLE

BAZAAR

THE  INDEPENDENT



SOHO HOUSE

marie claire

Daily  Mail

ELLE

"MM IS A UNIQUE MIX OF NETWORKING AND SUPPORT GROUP; EMPOWERING WOMEN WITH BABIES - AND SOMETIMES THOSE WITHOUT! TO MEET PEOPLE, PUT THEIR IDEAS INTO PRACTISE AND BECOME THE PERSON THEY WANT TO BE. NO WONDER SO MANY INFLUENTIAL BRANDS WANT TO WORK WITH MM - IT'S ALWAYS AHEAD OF THE GAME"

LAURA ATKINSON,
EDITOR,
SUNDAY TIMES STYLE

"MOTHER'S MEETINGS IS A GAME CHANGER IN THE MUM WORLD, ALWAYS AHEAD OF THE CURVE, INFORMATIVE AND NOT AFRAID TO TACKLE TOUGH SUBJECTS AS WELL AS THE MORE ENTERTAINING ASPECTS OF MOTHERHOOD. JENNY IS AN INSPIRATION"

ROSIE NIXON
EDITOR,
HELLO MAGAZINE



CREW

OUR AUDIENCE MEAN ALOT TO US, OVER THE PAST 10 YEARS WE HAVE BUILT A REPUTATION BASED ON OUR TRAILBLAZING, STYLISH, MEDIA SAVVY NETWORK. WE ARE PROUD OF THE WOMEN WE ATTRACT, WHICH IS A RESULT IN THE TOPICS WE DISCUSS, THE EVENTS WE HOST AND THE BRANDS WE SELECTIVELY PARTNER WITH.

We use this network to gain insights and knowledge to inform and enlighten brands on how to connect with new and existing/relevant audiences in the most effective ways. Whether that's through events, social content creation and campaigns, workshops or consumer insight, **we'd love to hear from you!**



@CHERRY HEALEY
157K FOLLOWERS



@CAROLINE WATSON
145K FOLLOWERS



@MISSEBEQIRI
235K FOLLOWERS



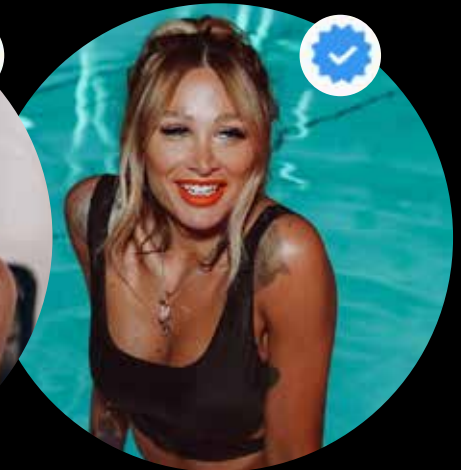
@SHARMADEANREID
76.9K FOLLOWERS



@MILLIEMACKINTOSH
1.4M FOLLOWERS



@ADANNADAVID_FAM
295K FOLLOWERS



@LOU TEASDALE
4.2M FOLLOWERS

OUR INSIGHTS ARE LIKE NO OTHER

OUR STATS ARE BASED ON:
300K RECIPIENTS
SEX - FEMALES
AGED - 24-54 YEARS OLD

I AM:

SELF-EMPLOYED 43%
EMPLOYED 57%

I PREFER:

BOTOX 24%
NATURAL 76%

I'D PREFER TO BE:

RICH 98%
FAMOUS 2%

LOVE PETS 62%
NO PETS 38%

I AM:

SINGLE 8%
IN A RELATIONSHIP 92%

I LIVE A:

CITY LIFE 34%
SLOW LIFE 66%

I USE:

IPHONE 76%
ANDROID 24%

I AM:

SPIRITUAL 82%
RELIGIOUS 18%

WORKING OUT IS:

SOOOOO IMPORTANT 35%
I CANNOT BE ARSED 65%

I WEAR:

NIKE 71%
ADIDAS 29%



MOTHERS MEETING X MTV



MOTHERS MEETING X MOTHERCARE

“Our Mothercare Body Proud Mums launch party with **MOTHERS MEETING** was **1.3million** and we saw a **41%** increase in clicks to our website, due to our collaboration”

MOTHERCARE, MARKETING DIRECTOR



MOTHERS MEETING X MOTHERCARE



MOTHERS MEETING X NET A PORTER



MOTHERS MEETING X



MOTHERS MEETING X MOTHERCARE



OUR MOTHERS MEETING NETWORK REPRESENTS SOME OF THE WORLDS MOST INFLUENTIAL MOTHERS. WE USE THIS NETWORK, OUR INSIGHTS AND KNOWLEDGE TO ENLIGHTEN BRANDS ON HOW TO CONNECT WITH THEIR AUDIENCES IN THE MOST EFFECTIVE WAYS, WHETHER THAT IS THROUGH **EVENTS, CONSULTATION, MARKETING & INSIGHTS.**



With over **467** events, **1000** influencers, 50,000 engaged network and **46** branded partnerships. We never stop connecting our influencers and building your brands profile.

STATIC GRID POST STATS



AVERAGE
INSTA STORY
STATS



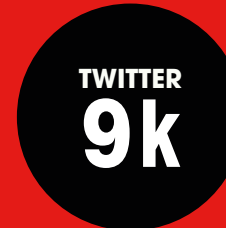
AVERAGE
INSTA TV
STATS



AVERAGE
INSTA REEL
STATS



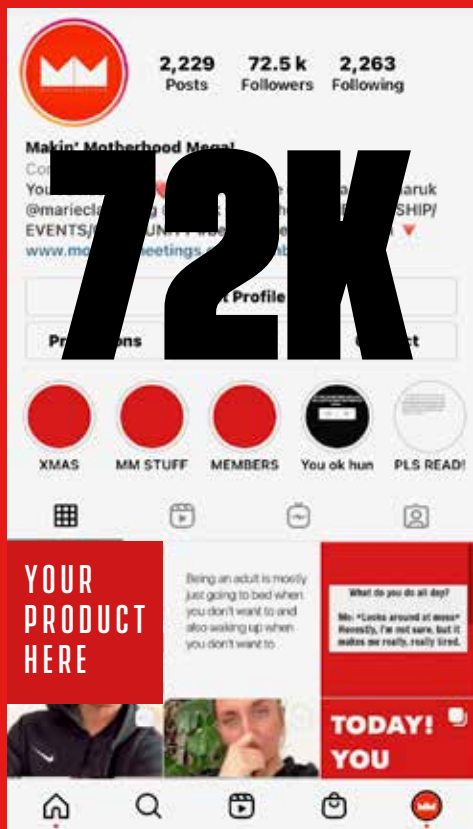
SOCIAL CHANNELS AUDIENCE



SOCIAL CONTENT CREATION

COLLABORATE WITH US AND CREATE ONLINE & OFFLINE CAMPAIGNS, GIFTING STRATEGIES AND INFLUENCER COLLABORATIONS THAT REALLY SPEAK TO YOUR TARGET AUDIENCE. TRY ONE OF OUR BESPOKE NEWSLETTERS OR WORK WITH US ON OUR SOCIAL MEDIA PLATFORMS.

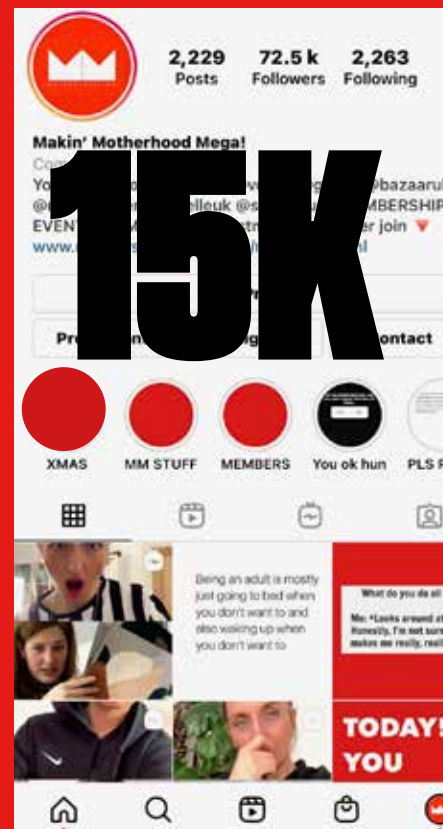
GRID POST



STORIES



HIGHLIGHTS



REELS/IGTV



THE OUR CLIENTS SAY:

“Mothers Meetings... has proved so popular that it now brokers high-profile branding partnerships, their audience is priceless.”

DAILY TELEGRAPH.

“Mothers Meeting is a new breed of company. It’s an agency with attitude. It’s a community with influence. It’s a network that has real reach. And it’s run by inspirational people sharing ideas and making things happen.”

**RAOUL SHAH,
CEO AND FOUNDER, EXPOSURE.**

“MM is a wunderkand, the site and their events are amazing and super-inspiring. Well done!!”

**EMMA ELWICK-BATES, MARKETING
EDITOR, BRITISH VOGUE.**

‘Jenny is a fantastic host, and is truly passionate about the community she’s built around Mother’s Meetings. Whenever she’s in one of our Houses there’s a real sense of her being joined by an extended family of creative individuals, whether that be the mothers or the kids themselves!’

TOM COLLINS, SOHO HOUSE, UK DIRECTOR.

“MM IS A UNIQUE MIX OF NETWORKING AND SUPPORT GROUP; EMPOWERING WOMEN WITH BABIES - AND SOMETIMES THOSE WITHOUT! TO MEET PEOPLE, PUT THEIR IDEAS INTO PRACTISE AND BECOME THE PERSON THEY WANT TO BE. NO WONDER SO MANY INFLUENTIAL BRANDS WANT TO WORK WITH MM - IT’S ALWAYS AHEAD OF THE GAME”

Laura Atkinson, **Editor, Sunday Times Style**



WOULD YOU LIKE A PIECE OF THE MOTHERS MEETING ACTION? HOW YOU CAN WORK WITH US:

- **CONSUMER INSIGHT GROUPS / RESEARCH**
- **DIGITAL & NON-DIGITAL CAMPAIGN CREATION**
- **PR & COMMS**
- **BRAND PARTNERSHIPS**
- **EVENTS AND WORKSHOPS**
- **BRAND POSITIONING**
- **INFLUENCER MARKETING**
- **CULTURE CASTING AND TALENT ACQUISITION**
- **CURATED GUEST LIST FOR EVENTS**
- **NEWSLETTER FEATURE**
- **MARKETING MATERIAL**
- **PLACEMENT AT OUR EVENTS**
- **PRODUCT / SERVICE CONTRIBUTION TO EVENTS**
- **BRANDED MERCH & PRODUCT COLLABORATIONS**

WITH OUR IN-DEPTH PARENTING INSIGHTS WE WORK WITH CREATIVE, ADVERTISING AND BRANDING AGENCIES AS WELL AS BRANDS TO HELP THEM PITCH AND DELIVER BRAND VISION FOR THEIR CLIENTS OR AUDIENCE.

**WE HOPE THIS DECK
HAS GIVEN YOU A LITTLE
INSIGHT INTO THE
WONDERFUL WORLD OF
MOTHERS MEETING...**

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WWW.MOTHERSMEEETINGS.COM

INSTA

[@MOTHERSMEEETINGS](https://www.instagram.com/MOTHERSMEEETINGS)