AMIN
WORLDWIDE

APRIL NEWSLETTER

INSIDE AMIN: IDEAS, ALLIES, AND A SMARTER WAY TO GROW

HIGHBAR TRAINING & AMIN: REAL SKILLS. REAL RESULTS.

The fact is – agency life gets busy, and the more the briefs keep briefing and the meetings keep meeting, the more training gets sidelined. That's why AMIN and Highbar Training have teamed up to deliver punchy, practical webinars that fit into your schedule and deliver immediate value.

Expect takeaways, not theory, led by ex-CMOs, CFOs, and agency leaders who know what works.

Free for AMIN members | $129 for non-members

Next up: April 29 at 12PM CT
Rose Cameron
Being a CMO King-Maker: Revolutionizing Brand Strategy

REGISTER HERE

Coming Soon: May 20 at 12PM CT
AI Data Strategy: What Agencies Need to Leverage Emerging Tech
With Ketsuron Solutions

REGISTER HERE

WATCH PAST FAVOURITES IN THE OC LIBRARY:

WHAT PROSPECTS WANT IN AN AGENCY WEBSITE WATCH IT

CMO CONFIDENTIAL: REAL TALK FROM THE OTHER SIDE WATCH IT

FUTURE-PROOFING YOUR MEDIA PLANS WATCH IT

SENIOR CREATIVE DIRECTORS VS JUNIORS – THE TRUTH WATCH IT

CASE STUDIES

Stratitude + Fyr

Stratitude
x
FYR

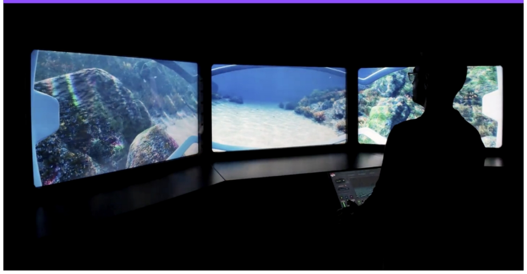
This South African agency didn't just adopt new tech – they helped shape it. With FYR's tools and AMIN's backing, they're now delivering smarter, faster marketing collaboration.

SEE HOW STRATITUDE DOES IT

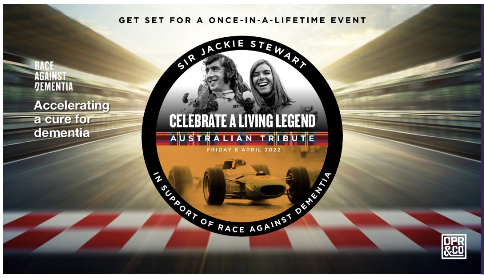
SJM:
Underwater
Meets Immersive

How do you bring the ocean to life on dry land? SJM did it by building a walk-in submarine for young explorers – complete with immersive tech, hands-on learning, and a serious dose of wonder. It's not just an installation. It's a deep dive into discovery.

WATCH THE PROJECT VIDEO



NETWORK NEWS


GET SET FOR A ONCE-IN-A-LIFETIME EVENT
RACE AGAINST DEMENTIA
Accelerating a cure for dementia
SIR JACKIE STEWART
CELEBRATE A LIVING LEGEND
AUSTRALIAN TRIBUTE
FRIDAY 8 APRIL 2022
IN SUPPORT OF RACE AGAINST DEMENTIA
DPR &CO

DPR&Co and the Race Against Dementia

When creativity hits full throttle for a cause, momentum builds fast. See how this campaign is building awareness – and hope – for neurodegenerative disease.

READ THE FULL STORY

Planit Turns 30

Baltimore agency Planit kicked off its 30th anniversary with four ADDY wins and a Lifetime Achievement Award for co-founder Matt Doud. Recognised for creative excellence across sectors and a decades-long impact on the region's advertising industry, the agency continues to blend bold ideas with strategic thinking, with no signs of slowing down.

READ THE FULL STORY

IO on Content Automation

Less busywork, more strategy. Discover how IO is automating their content publishing to deliver consistently, fast. Want to see how automation can transform your content strategy? We're ready to be your partner in tackling your content challenges head-on, from streamlining approvals to accelerating multi-channel delivery, just like we explore in our latest article.

READ MORE

UPCOMING EVENTS

MONTREAL INTEGRATED CONFERENCE

MAY 12-15

MISSED REGISTRATION? NO WORRIES.

KEYNOTES, HIGHLIGHTS, AND RECORDINGS COMING SOON. FOLLOW US ON LINKEDIN, FACEBOOK, AND INSTAGRAM FOR FRESH IDEAS STRAIGHT FROM THE FIELD.

PW: Montreal25

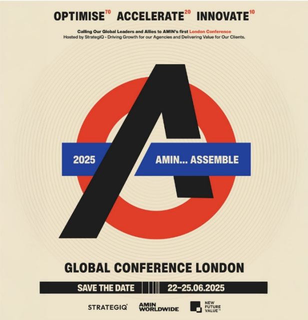
VISIT AMIN-INTEGRATED.ORG TO VIEW THE AGENDA

MAY 22

NEW TO THE NETWORK? JOIN KERRY BEUTEL (WHITE64) AND KRISTI ANDERSON, GLOBAL EXECUTIVE DIRECTOR FOR THIS INTRO SESSION. LEARN HOW TO GET THE MOST OUT OF YOUR AMIN MEMBERSHIP AND CONNECT WITH OTHER NEW ALLIES.

12PM CST

REGISTER NOW


OPTIMISE70 ACCELERATE20 INNOVATE10
Calling Our Global Leaders and Allies to AMIN's first London Conference
Hosted by StrategiQ - Driving Growth for our Agencies and Delivering Value for Our Clients.
2025
AMIN... ASSEMBLE
GLOBAL CONFERENCE LONDON
SAVE THE DATE
22–25.06.2025
STRATEGIQ
AMIN WORLDWIDE
NEW FUTURE VALUE™

LONDON GLOBAL CONFERENCE

JUNE 22-25

PITCHING TO VALUE & WINNING

JOIN JAMES BAVINGTON OF STRATEGIQ AS HE LEADS A HANDS-ON WORKSHOP ON MASTERING THE ART OF PITCHING VALUE AND SECURING THE WIN. EXPECT REAL-WORLD TIPS, CHEAT SHEETS, BREAKOUT SESSIONS AND A WHOLE NEW APPROACH TO BUSINESS DEVELOPMENT.

MORE ABOUT THE EVENT

PW: London25

What's Your Anthem?

Every movement begins with a signal.
A phrase.
A feeling.
A belief in something bigger.

In Baltimore, it was a flag and a line of music that sparked a national anthem.

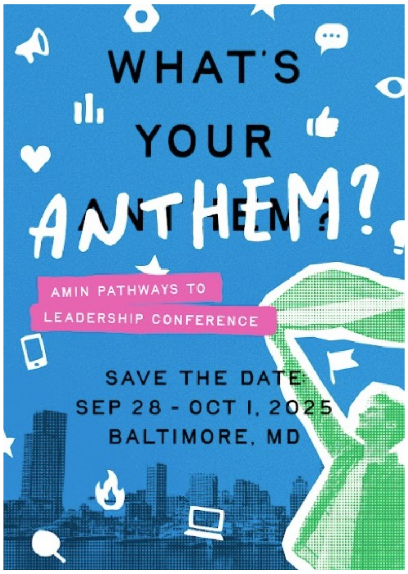
In our world, it's the ideas we champion, and the values that we amplify, that define who we are.

This October, the AMIN Leadership Conference returns to the birthplace of an anthem.

We'll gather in Baltimore to explore the messages that move us, and the leadership that carries them forward.

Save the date:

20–23 October 2025
Baltimore, MD


WHAT'S YOUR ANTHEM?
AMIN PATHWAYS TO LEADERSHIP CONFERENCE
SAVE THE DATE
SEP 28 - OCT 1, 2025
BALTIMORE, MD

COMMUNITY & CONNECTION

> **“The AMIN AI peer group is a powerful forum for staying ahead in the fast-moving world of AI. We explore real-world use cases, unpack emerging research, and share actionable insights on how agencies can harness AI to drive smarter, faster outcomes. It’s where agencies cut through the hype and get real about using AI.”**
>
> - John Jamison, AI Strategist & Engineering Lead at H/L Agency

AI PEER GROUP | 2ND FRIDAY MONTHLY AT 10AM CT
AGENCIES CUTTING THROUGH THE AI NOISE AND SHARING REAL RESULTS.

JOIN THE NEXT SESSION

FOLLOW US ON SOCIAL MEDIA

THE GLOBEYS ARE COMING

“Being selected by your peers is incredibly meaningful. It’s now a key objective at our agency –and we’re going for gold again in London.”

– Trey Curtola, Chairman, H/L Agency

THE GLOBEYS BEST OF AMIN

REMEMBER TO SUBMIT YOUR CAMPAIGNS
DEADLINE: JUNE 6, 2025 AT MIDNIGHT

SUBMIT HERE

LET’S KEEP BUILDING THIS TOGETHER.

Explore past newsletters, connect with peers, and stay inspired.

ACCESS PREVIOUS EDITIONS HERE

Access AMIN Branding Templates

Looking for AMIN-branded templates? We’ve got you covered! Access all the official AMIN Worldwide branding templates here, and take your agency’s marketing to the next level.

Stay in the Loop – Share Our News!

Want your team to stay in the know? Share the latest edition of our newsletter with them! Simply forward this email or click here to send us their contact details, and we’ll add them to our mailing list. Keep everyone connected!

AMIN WORLDWIDE | APRIL 2025

Terms and conditions