



AMIN
WORLDWIDE

July Newsletter



This Month in AMIN

Registration is now open for
the 2026 Global Conference
→ Password: **CDMX2026**

Register Now →

The Globey Awards
are accepting entries

Submit Your Work →

Campaigns worth
learning ideas from

Learn More →

Fresh thinking from APAC

Read the Insights →

Agency milestones worth celebrating

Find Out More →

Independent Agencies Don't Stand Still. Neither Does This Network.

GLOBAL CONFERENCE

Mexico City Awaits – SEPTEMBER 21-24, 2026

Four days. Hundreds of agency leaders.
One opportunity to build relationships that could shape your next year.

Why go?



Learn what's working



Meet future partners



Leave with ideas you can
actually use.



Register Now →

PASSWORD: CDMX2026

THE
GLOBEYS
BEST OF AMIN

Got Work You're Proud Of?

The 2026 Globey Awards are officially open.
This year we'd love to see more entries in the Collaboration
category - because some of AMIN's best work happens when
agencies work together.
Think your team deserves a Globey?

Submit Your Work →

SLINGSHOT Changing Minds. Changing Markets.

How do you turn a business hotel into a family destination?
Slingshot did exactly that for Omni Hotels.
The result?
A powerful repositioning built around moments that matter.
Learn the thinking.

Learn More →



SLINGSHOT

NEWS

What APAC Is Seeing First

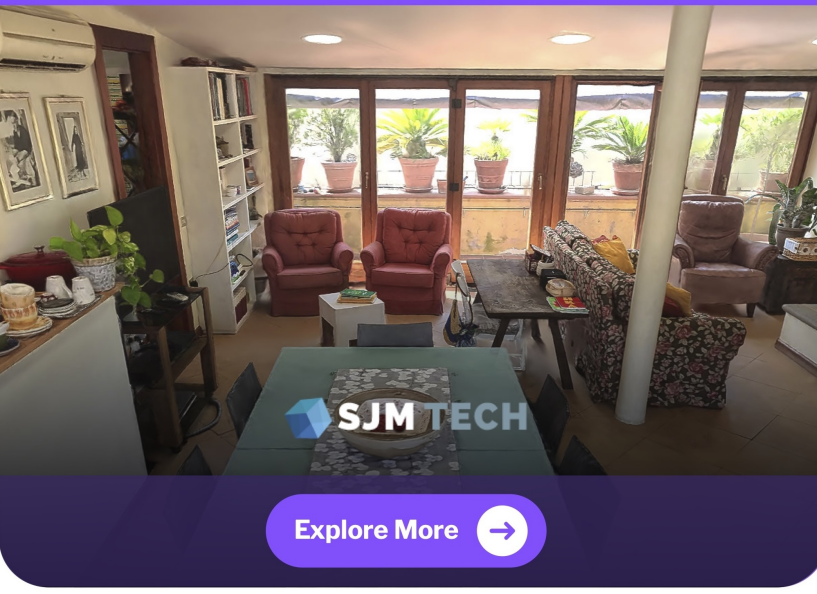
AI. Search. Localization.

Three trends reshaping marketing across Asia.
Could they reshape your clients too?



Property Marketing's Next Frontier

Imagine letting buyers experience a property before it's built.
That's exactly what SJM Tech is exploring through 3D
Gaussian Splatting.
Future or fad?
You decide.



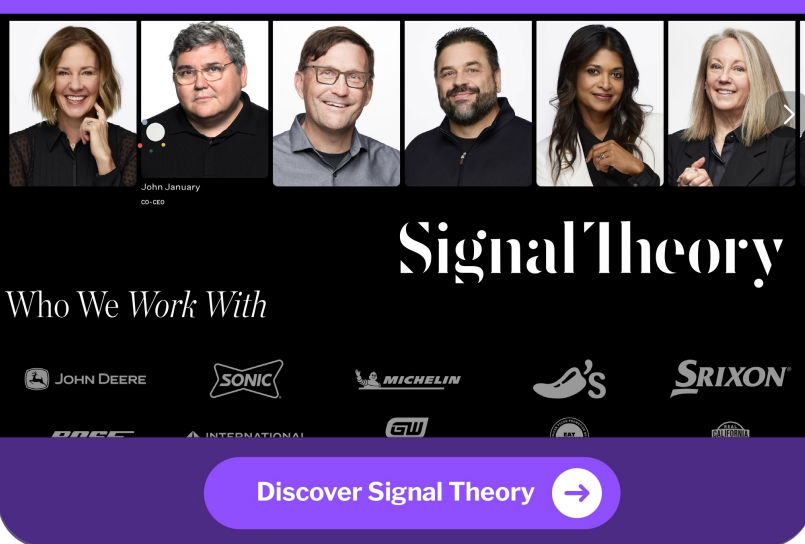
CUSTOM MEDIA | Hello Seoul.

AIM B2B has officially expanded into South Korea.
Another market.
More collaboration.
Greater opportunity across APAC.



SIGNAL THEORY | 55 Years Young.

"Celebrating 55 years is a lot of learning from what has worked,
what hasn't worked, how the culture has evolved, how
employees' needs have evolved, and how the clients' needs
have evolved. It's a lot of learning, listening, adapting, and
having the right culture to attract the very best people and the
very best clients." **Ali Mahaffy Co-CEO**



SIMANTEL Twenty Years of Partnership

For two decades Simantel has helped make AMIN stronger.
Thank you for twenty years of collaboration, generosity and
friendship.



and is in our *dna*

No matter which way you spell it out, it's who we are. A marketing partner with 40 years of knowing two constants:
ongoing change — and the thrill of solving for it by working together. That's the agency of *and*.

simantel

Discover Simantel →

EVENTS

Biz Dev Summit

Save the Date
October 26 - 28, 2026

Signal Theory and AMIN Worldwide are hosting the 2026 AMIN
New Business Summit – a three-day strategic engagement
designed for new business professionals who are tired of doing
this alone. Think war stories, referrals, collective intelligence, and
the occasional opinion that makes the room a little uncomfortable
in a productive way.

AMIN
WORLDWIDE | SignalTheory



Peer Group Spotlight

Analytics As A Growth Engine

JULY 27 2026

Join JT San Filippo of PATHOS for a special edition of our AMIN
Analytics Peer group!
JT will lead an engaging conversation around utilizing analytics as a
growth engine. We'll discuss tools, pricing models, and establishing
related new service lines for clients.

Sign into the OC and Register Here

AMBASSADOR SPOTLIGHT

APAC AMBASSADORS LUNCH & LEARN

A masterclass by Brew's Creative Director Leo on how we can all
bring a little bit of creativity and even a sense of whimsy into work
(and life)

Watch the Recording →



See You In Mexico?

Until next month...
Keep sharing.
Keep collaborating.
Keep building something bigger than your own agency.

