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**AMIN  
WORLDWIDE**

November  
Newsletter



**Robert Heldt**

AMIN Worldwide APAC President

## Hello Allies!

I'm thrilled to share that our APAC region has experienced remarkable growth over the past few months. We've welcomed four new member agencies across India, the Philippines, Thailand, and New Zealand - bringing our regional total to eleven! And we're not stopping there, with our ongoing recruitment drive, we expect to welcome a few more soon. Our monthly regional meetings have become even more engaging, thanks to the introduction of an AI discussion session where members exchanged insights on how they're adopting AI in practical, transformative ways. From building AI-powered chatbots and proposal generators to producing videos enhanced by AI tools. The session underscored AMIN's spirit of collaboration and innovation, showing that together, we're stronger and more future-ready in an AI-driven world. This fantastic idea came from our new member, Marcus Ho at Brew Interactive, Singapore, who joined us at the London Global Conference. Though it may feel like ages ago, I'm still fuelled by that same inspiration, which continues to shape Custom Media and AIM B2B's "Value & Growth" journey. Looking ahead, we're excited to announce plans for an APAC regional meeting next April, which will allow us to connect with our new members in person and strategically plan the future of our region together. As 2025 draws to a close, I'd like to take this opportunity to wish everyone a joyful holiday season and continued success in 2026!

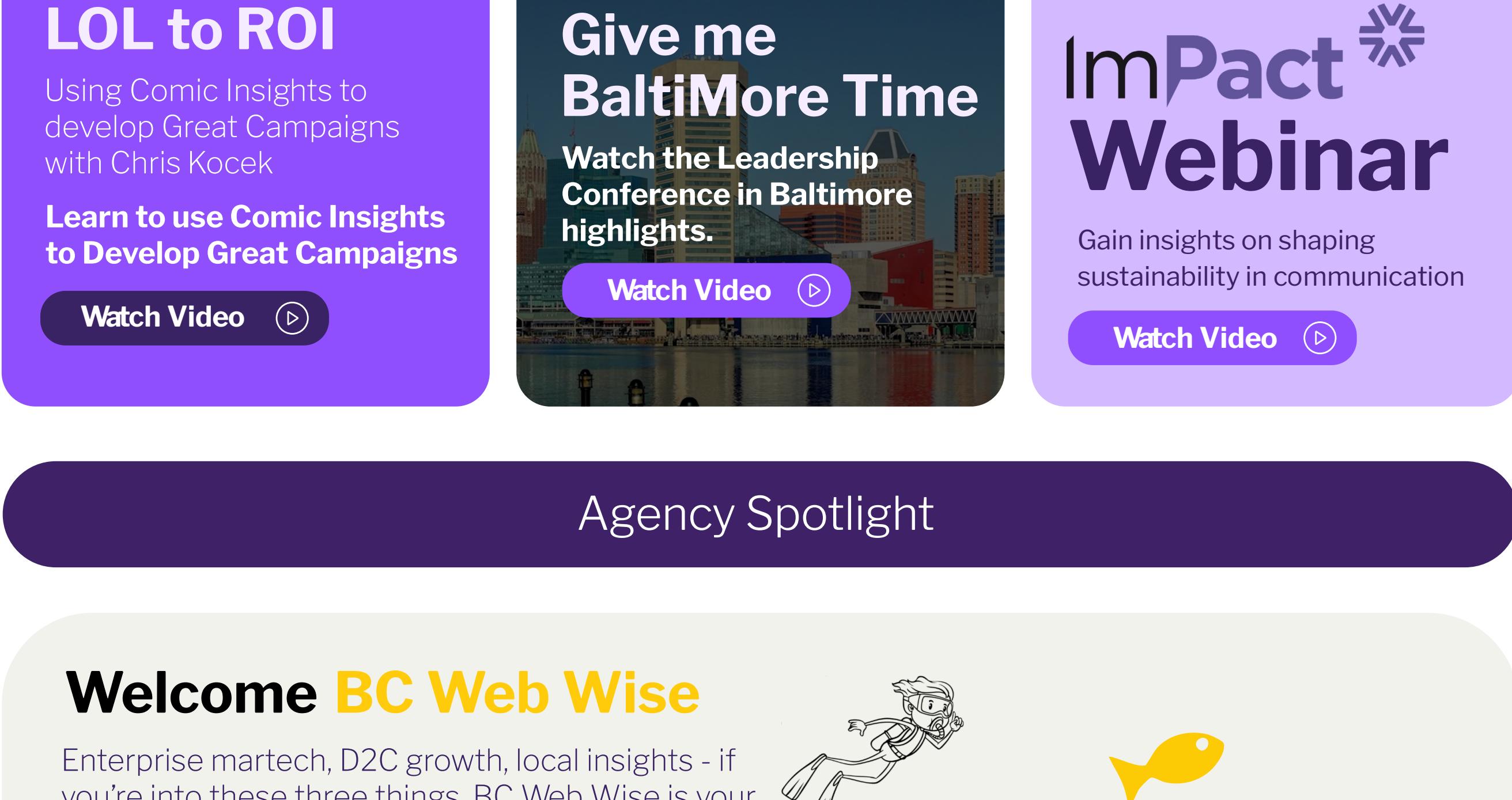
## Rotterdam Recap

# CO

Operation  
Creation  
Pitching  
Inspiration

Catch the highlights and key takeaways below

Highlights



**Wojciech Kocik**

It was another great opportunity to learn and a real pleasure, as always. Special thanks to Andre and the Campagne team for organising this amazing conference.

**Serge Rentsch**

Many insights and ideas to collaborate and grow together.

**Sebastian Wilke**

Thank you for the exceptional organisation, exchange, empathy, Inspiration and support.

**Soren Grinsted**

The sky's the limit when we share a common language and work together across borders and cultures.

## Events

**AIM B2B**

### Generative Engine Optimisation (GEO) Masterclass

Custom Media is teaching us how to build AI Search Authority and keep your brand visible in the age of Generative AI.

**Thursday, November 27, 2025**

**Secure your spot**

Hosted by



**Sam Bird**  
COO at AIM B2B



**Ignacio Dávalos**  
Content Strategy Director at AIM B2B

### HR & Finance Workshop

**FEBRUARY 2026**

Gain practical strategies to boost efficiency, collaboration, and impact across HR and Finance.

### In case you missed it - Access webinars held in November

#### LOL to ROI

Using Comic Insights to develop Great Campaigns with Chris Kocik

**Learn to use Comic Insights to Develop Great Campaigns**

**Watch Video**

#### Give me BaltiMore Time

Watch the Leadership Conference in Baltimore highlights.

**Watch Video**

#### Impact Webinar

Gain insights on shaping sustainability in communication

**Watch Video**

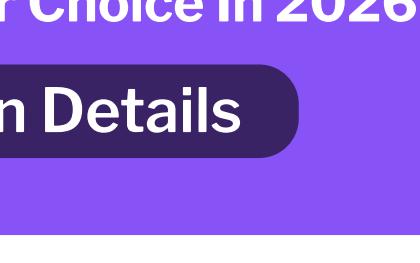
## Agency Spotlight

### Welcome BC Web Wise

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**Until next time**

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