



Give Me BaltiMore Time

Leaders from across the AMIN network gathered in Baltimore for Pathways to Leadership 2025 - a conference focused on growth, collaboration, and courage.

Catch the highlights and key takeaways below

Highlights

Presentation Decks

“

Maddie Oster

H/L Agency | Account Supervisor

I walked away with more of a sense about who I want to be as a leader and what being a true leader really looks

”

AJ Wade

Crowley Webb | Sr Data Analyst

I didn't know what to really expect with it being my first one. Little did I know it would be exceedingly amazing.

“

Alyson Velasco

True Media | Associate Director, Operations

W64 Kerry Beutel's presentation taught me there's definitely a place for introverts in leadership; our path might just look a little different.

”

Annie Riches

Riester | Senior Media Planner Buyer

By Day 2, I was huddled around a table with 3 women similar to me, swapping stories, laughing, bemoaning, and sharing great food.

“

Katie Haybok

Meyocks | Digital Project Manager

Thank you, Kristi, AMIN, Planit and everyone who made this possible in Charm City this year!

Hello Allies!

The last quarter of the year is always an exciting time. I hope your agency is thriving, that you're all ending the year in a great spot and that you're planning for an even better 2026.

At Signal Theory, we are heading into our annual planning retreat next week, getting away with our Leadership Team for a few days outside the office to think and dream about the future of our agency.

It's the hopes and dreams of our leadership team that will propel us to consider new offerings and solutions, new client industries and new areas of expertise. It's also a time to consider new synergies and how we maximize partnerships like AMIN.

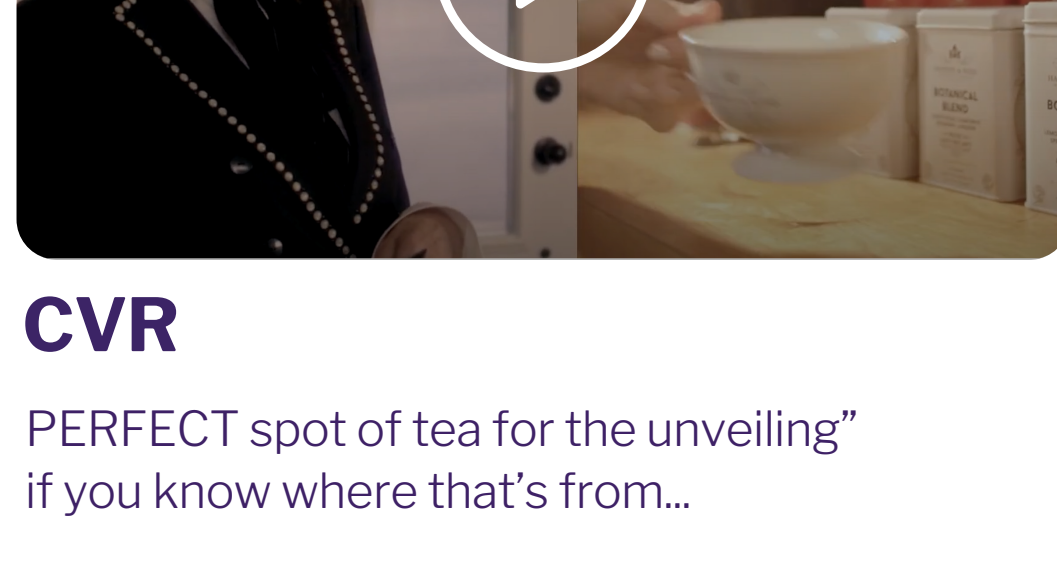
AMIN Allies around the globe teach us how we might approach business differently, consider a different strategy, apply AI in a new way, inspire us with incredible creative, and so much more. I know that many of us have listened and learned and made changes and improvements to our agencies based on the success (and hard lessons learned) from each other.

So as we wrap up this year, engage, listen, learn, bring new ideas from your AMIN Allies to your own agency to propel growth and success. That's my hope for us all! Cheers to the remainder of 2025 and let's make 2026 the most amazing yet!

**Ali Mahaffy**

AMIN Global Board Chair

Our Network's Best Work

**CVR**

PERFECT spot of tea for the unveiling" if you know where that's from...

**AsiaWorks X MasterCard**

In The Loop is Mastercard's APAC's new video content series created in partnership with AsiaWorks, built for the fast-moving world of LinkedIn.

**Riester**

Passionate about working on campaigns with a cause.

Starstruck? Click Here

Have You Heard...



Global Poster Showdown

AMIN is launching the inaugural Poster Throwdown! Submit your design for a chance to be the 2026 AMIN Worldwide poster - and yes, the winner gets more than bragging rights.

[Competition Details](#)



AIM B2B

AIMB2B's got a podcast

Need a new marketing listen? The Asia AIM Podcast delivers expert insights on B2B marketing, PR, and ABM across Japan and APAC.

Hear how top marketers grow their brands in this region

[WATCH PODCASTS](#)

campagne



Campagne x Stratitute x AsiaWorks: The Perfect Trio

C. Steinweg Group's brand new film: "Steinweg is here. Always. Everywhere," positions them as a logistical company that can overcome any challenge. Be it in Rotterdam, South Africa, or Malaysia - Campagne, Stratitute, and AsiaWorks teamed up to capture their span.

Stay tuned for the final result.

Agency Spotlight

Welcome Embryo

This agency doesn't just solve problems - they use supertools. By innovating in-house, developing cutting-edge solutions tailored for their clients, Embryo transforms complex data and industry insights into powerful strategies,

Welcome Embryo!

See how this powerhouse enabling CMOs around the globe to stay ahead of the curve.

[Visit Website](#)

EM BR YO

Upcoming AMIN Event

EMEA CONFERENCE

OCTOBER 29 - NOVEMBER 1
Rotterdam, Netherlands

Co-creating Tomorrow

[Register Here](#)

FROM DOORMAT TO DEALMAKER

Allison Minutillo's transformative webinar delved into how the best-in-class independent agencies have flipped the script on account management.

We know that account management isn't just a cost center; it's a profit engine waiting to be revved up!

[ACCESS THE WEBINAR](#)

ImPact Webinar

NOVEMBER 17

From Ideas to ImPact: Shaping Sustainability in Communication

[Register Here](#)

Ambassador Feature

Amber Smith (StrategiQ)

"As Creative Studio Executive at StrategiQ, I am passionate about turning ideas into work we're proud of. I'm excited to connect with more agencies, share experiences, and learn from others in the network."

[Explore Our Ambassador Program.](#)

