



An impactful year of allyship!

As we close out 2024, we reflect on an incredible year of collaboration, growth, and creativity. From unforgettable conferences across the network to award-winning campaigns like those celebrated in this year's Globeys, AMIN has once again proven the strength of allyship. Together, we've built a community that thrives on shared success and bold ideas.

[Take a look at some of our award-winning work this year.](#)

"One highlight was our focus on [Operationalizing Allyship](#), with webinars that provided actionable tools to enhance collaboration across the network. Drawing on insights from 2023 research that highlighted the need for clearer pathways to collaboration, these sessions explored key philosophies, inspiring case studies, and practical takeaways. The official Collaboration Toolkit was also launched – an invaluable resource to help members turn allyship into action." – Misty Klobucher

Ready to collaborate? [Access the Collaboration Toolkit on the OC here.](#)

Our communities



↑ Upcoming events



Register now: HR/Finance/Ops Workshop in Palm Springs

The conference site for the HR/Finance/Ops Workshop in Palm Springs is now live! It can be accessed via [aminevents.org](#) with the code **PalmS25**.

Mark your calendars for February, 18-21 2025, and join us in Palm Springs, California, for an insightful and engaging event. Don't miss out!

* Case Studies



DPR&Co & Caterpillar: Harnessing Data for Smarter Fleet Management

DPR&Co's VisionLink® campaign for Caterpillar introduced a global fleet management solution, boosting awareness and engagement with both large and small fleet owners.

[Read more](#)



HL Agency & Toyota: Matching Sales with Precision

HL Agency leveraged advanced analytics to design Toyota's innovative Sales Match Back program, driving measurable ROI and strengthening customer connections.

[Read more](#)



TMWI & MG Cars: Accelerating Brand Growth

TMWI brought MG Cars to life with a creative campaign that captivated audiences and enhanced brand engagement.

[Read more](#)



Signal Theory & John Deere: Driving Innovation in Agriculture

Signal Theory's groundbreaking campaign for John Deere showcased storytelling and strategy working in harmony.

[Read more](#)



Mark your calendars: Integrated Conference 2025 in Montreal

Join us for the Integrated Conference, happening May 12-15, 2025, in the vibrant city of Montreal, Canada! This event promises to bring together thought leaders, experts, and industry professionals for dynamic discussions and networking opportunities.

Need accommodation? [Book here](#)



Register for Global Conference

The Global Conference UK is just around the corner! Explore all event details and get ready for inspiring sessions and valuable connections!

[Reserve your room now!](#) AMIN has secured a special reduced rate for king rooms at the event. If you're interested in upgrading to a suite, simply book your king room first, then contact Joana at joana.lopez@hyatt.com for assistance with the upgrade.

Registration opens in the coming months - stay tuned!

[Take a look at last year's highlights](#)



Important update for US travelers to the UK

Starting January 1, 2025, all US citizens traveling to the UK will be required to complete an Electronic Travel Authorization (ETA) before arrival.

Plan ahead to ensure a smooth journey! Learn more about the new requirement and how to apply [here](#).

* News



Span Communications & Venus Productions: Crafting Cinematic Narratives Together

Venus Productions joins forces with Span Communications to bring cinematic brilliance to new heights, collaborating on projects that redefine storytelling across the screen.

[Read more](#)



Custom Media: Two Awards, One Vision

Custom Media's award-winning campaigns at the Campaign Asia Awards highlight their innovative approach to transforming brand strategies into industry benchmarks.

[Read more](#)



StrategiQ: Unveiling the Truth Behind "The Manscape" Report

StrategiQ's "The Manscape" report goes beyond trends, offering a deeper understanding of male consumer behaviors and helping brands unlock powerful engagement strategies.

[Read more](#)



Bailey Lauerman: The Social Media Minute

Bailey Lauerman's launch of "The Social Media Minute" gives brands the edge with rapid-fire social media insights that can redefine digital engagement in seconds.

[Read more](#)

→ Meet your allies



Yasmina Belahsen CEO - MayaDigital

"With AMIN, the word "allies" takes on its full meaning. As an entrepreneur, you are no longer alone in sharing experiences, references, and, particularly, in sharing all our business and HR challenges. All seasoned with wonderful interactions, laughter, and joy - simply humanity. AMIN one day; AMIN forever."

Get in touch:
yb@mayagroup.ma

→ Agency spotlight



Welcome aboard, GMA Creative Firm!

AMIN Worldwide is thrilled to welcome GMA Creative Firm to our network. With their unique blend of strategic thinking and creative excellence, GMA helps businesses uncover their true potential and share their story with the world. We're excited to see the impact they'll make as part of our community!

[Get to know them better](#)



Share our news

Want your team to stay updated? Share our newsletter with them! Forward it to your team, or [click here](#) to share their emails, and we'll add them to our mailing list.



Want to get featured?

Have a standout campaign or exciting update? We'd love to showcase your agency! [Click here](#) to share the details, and we'll highlight your achievements in our next newsletter.



Join the AMIN Online Community

Ready to connect, collaborate, and share insights? Join the AMIN Online Community today! Tap into a wealth of resources and be part of a growing global network. [Click here to join.](#)



Become an AMIN Ambassador

Do you know someone who'd excel as an AMIN Ambassador? We're looking for experts in Communications and Business Development to represent our community. [Click here for more info.](#)

* Spotlight your agency

Get featured in AMIN's monthly spotlight on [AMINWorldwide.com](#). Submit your agency's details to be highlighted in the upcoming issue. [Click here to get started.](#)

AMIN Collaborations

Looking to strengthen your agency partnerships? The AMIN Collaboration Toolkit has everything you need – from pitch presentations and strategic planning templates to partnership agreements and training tools. It's your one-stop resource for smoother, smarter collaborations.

Check it out here: [AMIN Collaboration Toolkit](#).

Looking for AMIN Worldwide branding templates?

We've got the resources you need! Access the AMIN Worldwide branding templates here: [Branding Templates](#).

