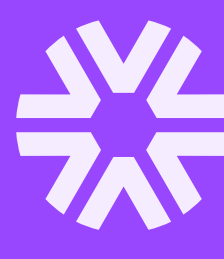


Share This Newsletter!
Encourage Your Teams to Subscribe



AMIN WORLDWIDE | March Newsletter



There are professional networks that exist primarily as a line on a credentials deck. A logo. A membership number. Something to mention when it's useful and forget about the rest of the time.

AMIN is not that. March made the case again.

This conference is the best! We will never be able to have enough time to get through all of the content we want.
- Katie McLain | Crowley Webb

I'm always reminded what a valuable resource it is for our agencies to sit in a room with colleagues in similar positions, dealing with similar problems, and willing to share for the betterment of all. I appreciate you all so much!
- Laura Proctor | Doe Anderson



There is so much value in the AMIN HR Finance planned sessions. It's the shared ideas, honest conversations, and practical solutions you bring back with you.
- Chris Ashley-Hall | Planit

San Diego was a reminder of why this workshop has endured for fifteen years. Not because of habit or history, but because it continues to deliver what people actually need when they step away from their day-to-day roles.

This year's **HR and Finance Ops Workshop** brought together a room full of people who care deeply about how agencies are built, supported, and sustained. From the opening Agency Updates icebreaker to the final conversations around compensation strategy, the sessions were practical, relevant, and designed to spark real dialogue rather than passive listening. Sessions explored agency pricing in the age of AI, Gallup employee engagement best practices, and a deep dive into the Top 12 Employee Assessment Programs.



[Read More](#)

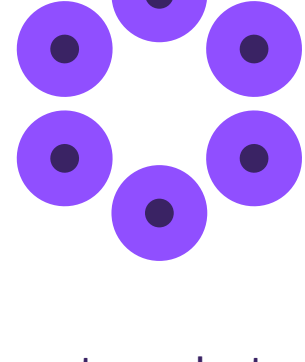
Collaboration Across The Network

One of AMIN's real strengths is what happens when agencies stop working in isolation. Across regions and time zones, allies share thinking, pressure-test ideas, and build work together. What starts as a local brief often becomes a smarter, stronger solution shaped by collective experience.

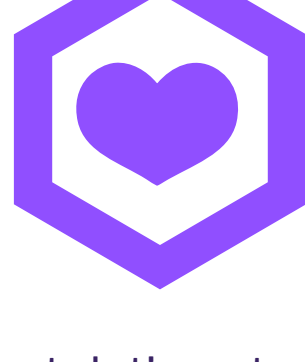
AMIN Collaboration in Action: A Global Campaign Brought to Life

Teams from Poland, Morocco, and Portugal joined forces on a multi-market initiative. When Western Union, a long-standing client of Neon Shake, asked the agency to develop a worldwide campaign concept, partners from across the AMIN network were brought together to collaborate.

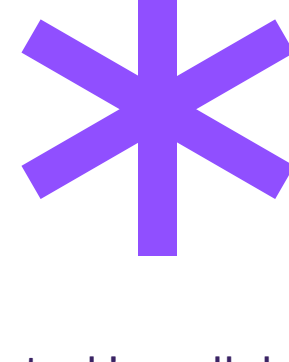
Neon Shake was responsible for the global creative direction, overall campaign framework, and rollout across multiple regions, with Maya Agency supporting regional input and local execution in Morocco, and delivering Portuguese-language adaptations.



Different markets, one shared goal: globally consistent work with strong local relevance.



Congratulations to all the teams involved in making this collaboration a success!



Interested in collaborating at international level? [Learn more](#) about AMIN membership.

News



B2B China's White Papers

B2B China has released a new white paper examining shifts in the Chinese B2B landscape. The research offers clear insight into where the market is heading and what that means for agencies operating in, or planning for, the region.

[Read the White Papers](#)



Crowley Webb's Campaign

Crowley Webb's Bills Fans Get It campaign shows what happens when cultural insight is handled with confidence and restraint. Built around a fanbase defined by loyalty and resilience, the work earns its impact without overselling the idea.

[View the Campaign](#)

Social Media Built For Trust

glow Berlin pitched their new project "wedium", a short video platform made in Europe for the world, at "Rebuild" in Copenhagen - a European venture trying to foster digital sovereignty in a European. Over 200 people joined with some 60 different apps from social media to dating. wedium starts its Beta on 25. March 2026 for everybody enlisted on the waitlist.

[View the Website](#)



Events

Five Fast Wins to Improve Collaboration and Creative Momentum with Amanda Hembree

Missed Amanda's session? The recording is now available. This is a practical session for teams navigating fast-moving projects and distributed collaboration, with ideas that can be applied immediately.

WEBINAR RECORDING

[Watch on YouTube](#)



APRIL 24 - 26 | BALI

[Register Here](#)



AMIN INTEGRATED CONFERENCE

MAY 4 - 6 | PITTSBURGH

[Register Here](#)

PW: Pittsburgh26!



NEXT GEN CONFERENCE

MAY 27 - 30 | LISBON

[Register Here](#)

Agency Spotlight

Planit Celebrates their 30th Anniversary

Planit is celebrating 30 years of transformative, innovative, and award-winning work. As an independent marketing and advertising agency, Planit has been a leading AMIN ally paving the way for a culture of collaboration. In this agency spotlight, Planit President and Co-Founder, Matt Doud discusses their 30 years in business.

[Read More](#)



AMIN HR Peer Group Spotlight

We're so fortunate to have a group willing to discuss the obstacles that our agency's each face, the ways that we've moved through them and lessons learned. From our deep dive into Personality Assessment Tools, the focus and outcomes of each, to the latest ideation around our Gallup Engagement Survey and discussions around results and after survey action steps, all participants had an opportunity to share and learn from our peer groups.

Two significant value-added topics at our HR & Finance Workshop this year were the review of our All-AMIN Employee Benefits survey and the discussion regarding our total Compensation Strategies.

These are hot buttons for all of us in our role as recruiters and employee engagement champions for our agencies. It's great to be able to gather monthly online and then have this time annually to meet face to face and do a deeper dive into issues of the day.

CVR Vice President / Human Resources & Administration
Julie Muncy

