



Cog Design at the AMA conference 2015

I had a great week at the conference, but we know it's what happens back in the office that counts. I asked my fellow delegates to help me list the things that we should all put in to action.

Got a post-conference to-do list of your own? Share it with us on Twitter or get in touch via our website.

Sam Scott Wood
Head of Digital
@SamScottWood

1

We should all...



review the purpose and accessibility of our comms channels



Suggested by
Jennifer Tomkins | @JenniferTomkins
Artsadmin

2

MAKE SURE TO

CAPTION EVERY VIDEO

WE UPLOAD

Suggested by
Chris Adams | @ChrisA
Shakespeare's Globe

4

CREATE TROUBLE

at our next away day - ask the questions that no one else is brave enough to

Suggested by
Beckie Smith | @BeckieSmith_7
Roses Theatre

3

read Steven Johnson's



Suggested by
DK | @justadandak

5



Suggested by
Marissa McTeague | @marissamcteague
Scottish Opera

6

check out our email network with



and discover its 'flow, density and connectivity'

Suggested by
SeeMeOn | @see_me_on
The Audience Agency

7

make use of **infographics** more often

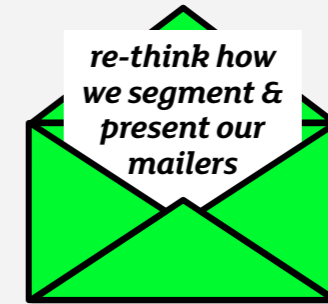


they are much more interesting than Word docs with Excel graphs



Suggested by
Cat McQuiggan | @catmcquiggan
Royal Scottish National Orchestra

8



Suggested by
Forced Entertainment | @ForcedEnts

9

utilise empathy maps

and ask what our audiences want from us

Suggested by
Bec Storey | @BecStorey
Sutton PR

10

think about creating

ACTIVE SPACES

like Woolly Mammoth's foyer for 'Stupid Fucking Bird'

Suggested by
Sam Scott Wood | @SamScottWood
Cog Design

11

follow the German model and make yourself a 'Director of Fundamental Questions'

Direktor Grundsatzfragen

Suggested by
Sarah Elisabeth Gent | @SarahofTeesdale
The Witham

12

use more **interrobangs** and 'stay curious'

Suggested by
Tim Wood | @timwood
Rambert

i
@cog_design
cogdesign.com
@AMAdigital
#AMAconf