

Notes from #AMAConf 2017

We've gathered together the top-tips and to-dos throughout this year's AMA Conference. Let us know what your big takeaways were, tweet us @cog_design

<p>@Cog_Design notes from #AMAConf 2017 Tip 1</p> <p>We don't learn from success... We learn from</p> <h2>FALLING OVER and GETTING UP AGAIN</h2> <p>from Matthew Xia @Excallbah</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 2</p> <p>Challenge your unconscious bias. Hire the best person to diversify your team,</p>  <p>not just the best person for the job</p> <p>from Ali Hanan @thewordbaker</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 3</p> <h1>BIG IDEAS</h1> <p>don't necessarily mean big money</p> <p>from The Cogency @TheCogency</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 4</p> <p>People's attention spans have reduced. Some ads are main courses...</p>  <h2>WHEN WHAT YOU WANT IS TAPAS</h2> <p>from Here Comes The Cavalry @cavalry2015</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 5</p> <p>In the face of an ageing population, economic deprivation, mental health issues in the young,</p> <h2>ARTS BECOME MORE IMPORTANT THAN EVER</h2> <p>from Kathryn Havelock @KathrynHavelock</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 6</p> <p>Don't discover people,</p> <h1>DEVELOP PEOPLE</h1> <p>from Matthew Xia @Excallbah</p>
<p>@Cog_Design notes from #AMAConf 2017 Tip 7</p> <h2>IF YOU WERE 10 TIMES BOLDER</h2> <p>what's the 1 BIG IDEA that could radically address a challenge in your organisation?</p> <p>from Brad Carlin @FuseboxFestival</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 8</p> <p>The sharing economy growing faster than Facebook, Google and Yahoo. Like saying it's</p> <h2>A BIGGER STAR THAN JAY Z, BEYONCÉ AND LEO SAYER</h2> <p>from Tim Wood @timwood</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 9</p> <p>One bit of sharing we do need in arts is more</p> <h2>COLLABORATION</h2> <p>between arts orgs rather than seeing each other as competition</p> <p>from William Morris @Will_Morris</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 10</p> <p>The phone is the</p> <h2>REMOTE CONTROL OF YOUR LIFE</h2> <p>from Timothy Armoo @TimArmoo</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 11</p> <h2>social media has made Everyone a broadcaster</h2> <p>from Timothy Armoo @timarmoo</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 12</p> <h2>SEE T'N SEE WE DON'T SEE WE YEHT SA YEHT</h2>  <h2>WE SEE THEM AS WE ARE</h2> <p>James Flurry quoting Anala Nin @JamesFlurry91</p>
<p>@Cog_Design notes from #AMAConf 2017 Tip 13</p> <h2>Lots of benefits of subtitles beyond Deaf and hard of hearing audiences</h2> <p>those with autism, English as additional language, even helps SEO!</p> <p>from James Coltham @prettysimple</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 14</p> <p>Get to know the people you're trying to reach</p> <h2>BEFORE YOU TRY AND REACH THEM</h2> <p>Rachael Welsh quoting Nikki @EDCreates</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 15</p> <h2>LOOK WIDER THAN Google ANALYTICS</h2> <p>Add content and human stories to your data to see where you should invest.</p> <p>from Aoife Breen @chiefbreenie</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 16</p> <h2>BUSINESS PLANS HELP YOU RUN THE WORLD MORE EFFICIENTLY. MANIFESTOS ARE WRITTEN BY PEOPLE TRYING TO CHANGE THE WORLD.</h2> <p>from Andrew McIntyre @mhmandrew</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 17</p> <h2>MISTAEEKS</h2> <p>are the best learning tools you could ever ask for...</p> <p>★☆☆☆☆</p> <p>- Even if you get a one star review</p> <p>from Amy Lamé @amylame</p>	<p>@Cog_Design notes from #AMAConf 2017 Tip 18</p> <ul style="list-style-type: none">✓ BE HONEST✓ BE CREATIVE✓ TAKE RISKS <p>authenticity is the value of everything.</p> <p>from Amy Lamé @amylame</p>

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