

Notes from #AMAConf 2018

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

@Cog_Design notes from #AMAConf 2018 Tip 1

BUILD A LOYALTY STAIRCASE

Invite & incentivise next step actions

from The Results Group for the Arts @TRGArtsUK

@Cog_Design notes from #AMAConf 2018 Tip 2

WE CAN'T JUST TREAT DIVERSITY AS A BOX-TICKING EXERCISE.

from Alice Procter @aaprocter

@Cog_Design notes from #AMAConf 2018 Tip 3

CREATIVE PLAY IS NOT THE PRIVILEGE OF ARTISTS, BUT PLAYS AN IMPORTANT ROLE IN INNOVATION

always ask

'WHAT IF?'

from Kenneth Olumuyiwa Sharp CBE @KennethTharp

@Cog_Design notes from #AMAConf 2018 Tip 4

THE ELEPHANT IN THE ROOM WILL ALWAYS CATCH UP WITH YOU

from Sarah Robertson, Colston Hall @SarahR_Brizzle

@Cog_Design notes from #AMAConf 2018 Tip 5

BE WILLING TO *change* AND OPEN TO *experiment*

from Liz Heague, Liverpool Philharmonic @liverpoolphil

@Cog_Design notes from #AMAConf 2018 Tip 6

CULTURE IS EVERYWHERE - TOURISTS WANT SOMETHING *different, unique, varied.*

from Helen Palmer, Creative Tourist @CreativeTourist

@Cog_Design notes from #AMAConf 2018 Tip 7

CREATIVITY IS DOING SOMETHING DIFFERENTLY, IN YOUR OWN WAY.

from Erin Koppel, Tessitura Network @erinkoppel3

@Cog_Design notes from #AMAConf 2018 Tip 8

THE BIGGEST ENEMY OF *play* IS FEAR

from Emma Rice @wise_children

@Cog_Design notes from #AMAConf 2018 Tip 9

By being playful, by doing things in a slightly different way,

WE CAN FORM BETTER RELATIONSHIPS WITH MEMBERS (other people call them customers)

from Tom Rainsford @giffgaff

@Cog_Design notes from #AMAConf 2018 Tip 10

GREAT LEADERS DON'T KNOW ALL THE ANSWERS

they are just good at finding those that do

from Tatiana Simonian, Tumblr @tatiana

@Cog_Design notes from #AMAConf 2018 Tip 11

EVERY PERSON KNOWS ABOUT 1500 OTHER PEOPLE

That's 1500 opportunities for collaboration and sponsorship.

from Renske Verbeek @RenskeVerbeek

@Cog_Design notes from #AMAConf 2018 Tip 12

TAKE RISKS

LIVE WITH THE THOUGHT THAT THIS IS THE MOMENT TO SEIZE THE DAY

from Phil Batty, Hull 2017 @philbatty

@Cog_Design notes from #AMAConf 2018 Tip 13

LET YOUR MIND LEANER TO A SOLUTION YOU TO FIND DIFFERENT WAYS OF COMING TO A SOLUTION

from Tatiana Simonian, Tumblr @tatiana

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