

# Notes from #AMAConf 2016

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 2016 Tip 1

**REMEMBER**  
*you're not working for an organisation.*  
**YOU'RE WORKING FOR THE PUBLIC**

from Roger Tomlinson  
@brandinyourhand

@Cog\_Design notes from #AMAConf 2016 Tip 2

**GIVE YOURSELF PERMISSION TO BE BRAVE**  
*Be relevant and open up to new audiences, even if that means alienating some insiders.*

from Nina Simon  
@NinaKSimon

@Cog\_Design notes from #AMAConf 2016 Tip 3

*Can we offer people*  
**Bite-sized Culture Content**  
*instead of playing Candy Crush on public transport?*

from Meabh Quoirin  
@meabhq

@Cog\_Design notes from #AMAConf 2016 Tip 4

**THE GOAL IS TO TURN DATA INTO INFORMATION & INFORMATION INTO INSIGHT**

from Carly Fiorina  
former CEO, Hewlett-Packard

@Cog\_Design notes from #AMAConf 2016 Tip 5

Top tip on social media:  
**DON'T BE THE BORE TALKING AT A PARTY.**  
*listen*  
**TO OTHER PEOPLE**

from Tincan  
@Tincanpippip

@Cog\_Design notes from #AMAConf 2016 Tip 6

**OLIVES ARE A BIT LIKE CONTEMPORARY DANCE. TRY TEN TINY TASTES**  
*People's minds can be changed, but we need to be transparent, open and use plain language.*

from Karl Greenwood  
@Karl\_Appetite

@Cog\_Design notes from #AMAConf 2016 Tip 7

**BE INSPIRED**  
*by lessons from other sectors.*  
*Above all,*  
**BE BOLD.**

from Kate Dale on #thisgirlcan  
@kate\_dale

@Cog\_Design notes from #AMAConf 2016 Tip 8

*Building a diverse community starts from within, with*  
**VISIONARY LEADERS**  
*SURROUNDED BY TRANSLATORS.*  
*Everyone should ask, who are we leaving out?*

from Donna Walker-Kuhne  
@NJPAC

@Cog\_Design notes from #AMAConf 2016 Tip 9

*It's not good enough for us to use public money*  
**JUST TO TARGET ALL THE PEOPLE WHO WERE GOING TO DO IT ANYWAY**

from Kate Dale on #thisgirlcan  
@kate\_dale

@Cog\_Design notes from #AMAConf 2016 Tip 10

*To create great digital content for kids,*  
**DESIGN UP**  
*Look and feel should be 2 years older than your target audience.*  
**KIDS WANT TO FEEL COOL**

from Sharna Jackson  
@sharnajackson

@Cog\_Design notes from #AMAConf 2016 Tip 11

*Making communications accessible benefits everyone, not just those with an impairment.*

**Captioning your videos helps those watching on the move too.**

from Jo Verrent and Jennifer Tomkins  
@joverrent @jennifertomkins

@Cog\_Design notes from #AMAConf 2016 Tip 12

**FEEDBACK IS LIKE SUSHI**  
*Fabulous when fresh, useless if not and harmful when old*

from Ron Evans  
from @groupofminds

@Cog\_Design notes from #AMAConf 2016 Tip 13

*What causes spikes in your analytics data?*  
**RELATE SPIKES BACK TO YOUR ACTIVITY TO UNDERSTAND**

from Katie Moffat  
@katiemoffat

@Cog\_Design notes from #AMAConf 2016 Tip 14

**CULTURAL DIVERSITY CAN'T JUST BE AN ORDER OF FRIES ON THE SIDE**

from Donna Walker-Kuhne  
via @carol123jones

@Cog\_Design notes from #AMAConf 2016 Tip 15

**KNOW WHAT YOU'RE GOOD AT AND WHAT YOU'RE BAD AT.**  
*Don't try to be all things to everyone... you'll disappoint people.*

from Xerxes Mazda  
@xmazda

@Cog\_Design notes from #AMAConf 2016 Tip 16

*Open the doors to your*  
**ROOMS**  
*Collect, curate and share your*  
**STORIES**  
*Focus on your future*  
**RELEVANCE**

from Sam Scott Wood  
@samscottwood

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