



## AAM Minute 2011-2012 Editorial Calendar

### July 2011

#### Summit Recap

**Material Due:** July 1

**Email:** July 12

- Fast Five
- Topic Article
- Just Add Water
- New Member Listing
- Member Voice
- Leadership Corner
- Marketer News of Note

### August 2011

#### Networking/Engaging Associates in the Community

**Material Due:** August 1

**Email:** August 9

- Fast Five
- Topic Article
- Just Add Water
- Best Practices
- New Member Listing
- Partner's Perspective
- AAM-MAA Best Practices

### September 2011

#### CRMs

**Material Due:** September 2

**Email:** September 13

- Fast Five
- Topic Article
- Just Add Water
- New Member Listing
- Member Voices
- Leadership Corner

### October 2011

#### Budgets

**Material Due:** October 3

**Email:** October 11

- Fast Five
- Topic Article
- Just Add Water
- Best Practices
- New Member Listing
- Partner's Perspective
- AAM-MAA Best Practices
- Marketer News of Note

### November 2011

#### Client Surveys/Client Loyalty

**Material Due:** October 31

**Email:** November 8

- Fast Five
- Topic Article
- Just Add Water
- New Member Listing
- Member Voice
- Leadership Corner

### December 2011

#### Planning Ahead

**Material Due:** December 2

**Email:** December 13

- Fast Five
- Topic Article
- Just Add Water
- Best Practices
- New Member Listing
- AAM-MAA Spotlight
- Partner's Perspective
- AAM-MAA Best Practices

### January 2012

#### Client Service Relationship

**Material Due:** January 2

**Email:** January 10

- Fast Five
- Topic Article
- Just Add Water
- New Member Listing
- Leadership Corner
- Marketer News of Note

### February 2012

#### Digital Media

**Material Due:** February 3

**Email:** February 14

- Fast Five
- Topic Article
- Just Add Water
- Best Practices
- New Member Listing
- Partner's Perspective

### March 2011

#### Merger Activity

**Material Due:** March 2

**Email:** March 13

- Fast Five
- Topic Article
- Just Add Water
- New Member Listing
- Member Voice

### April 2012

#### Outsourcing vs In-House Marketing

**Material Due:** April 2

**Email:** April 10

- Fast Five
- Topic Article
- Just Add Water
- Best Practices
- New Member Listing
- Marketer News of Note

### May 2012

#### Community

**Material Due:** April 30

**Email:** May 8

- Fast Five
- Topic Article
- Just Add Water
- New Member Listing
- Partner Perspective

### June 2012

#### Marketing Training

**Material Due:** June 2

**Email:** June 12

- Fast Five
- Topic Article
- Just Add Water
- Best Practices
- New Member Listing