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**Association for Accounting Marketing to Host its 22nd Annual Summit
Marketers and Business Development Professionals Will Learn Firm Growth Strategies**

The Association for Accounting Marketing (AAM), the leading association focused on marketing and business development for accounting firms, is hosting its **22nd annual Summit June 7 – 10, 2011 at the Fairmont Chicago, Millennium Park**. The theme of this year's conference is "Take Your Firm to New Heights." The educational programs will focus on new strategies that marketers can implement at accounting firms to meet the challenges in today's business climate, as well as the profession.

The Summit offers several tracks for attendees to ensure that they realize a return on their investment. Specialized learning tracks are available for the entry-level to experienced marketer, as well as sales and practice growth professionals. Educational seminars will focus on timely and relevant topics such as value-based marketing strategies, developing a strong brand, building a marketing and sales culture, increasing client loyalty, using technology and social media to drive profits, and becoming a thought-leader in the firm.

There is an Executive Track for senior-level marketers and sales professionals with 10 or more years of experience in the accounting profession. This unique program will feature workshops that address forward thinking growth strategies to increase profitability such as brand development, product service diversification, market positioning, the necessity for accountants to change to a service model, and why it is important for firms to integrate sales and marketing. In addition, the Executive Track will focus on how to add value to a client relationship, how to re-position tax and audit services so they are not viewed as a commodity, as well as why CPAs need to have a service mentality, sales focus, outstanding communication skills and specialized expertise. The Executive Track will include a high-level session on how to use technology and social media channels to drive brand recognition, sales and profitability.

Two pre-conference seminars will be offered on Tuesday, June 6. Each session will focus on enhancing the strategic direction of marketing an accounting firm. The first session will teach participants how to conduct a market analysis and incorporate the results into the firm's marketing strategy and plan. The second session will focus on how to manage leadership's performance and make the firm's partners accountable for contributing to agreed-upon strategies.

In addition to the educational seminars, accounting marketers and business developers will gain value from attending the numerous networking receptions, special events and the "must attend" Marketing Achievement Awards Gala where "best in class" accounting marketers will be recognized for outstanding work. Participants will have the opportunity to develop or enhance business relationships with their

peers nationwide. This is one of the benefits of attending the Summit. Marketers and sales professionals can develop a network of experts in accounting marketing to augment programs at their firms, as well as their professional and personal growth.

Innovative products and services will be showcased in the exhibit hall throughout the Summit. Attendees can meet with vendors to discuss cutting-edge solutions for their firms.

More information on the AAM Summit is available at aam.conference2011.org.

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The Association for Accounting Marketing is the only association in the country formed specifically to provide accounting marketers with the tools for professional growth and success. The association's membership of more than 800 members is comprised of marketing professionals, CPAs, consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers. To learn more about AAM, call 856-793-0806 or visit www.accountingmarketing.org.