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### ***Going Mobile: The Future of Marketing Communications is Here***

Marketers and communicators alike have set their sights on mobile applications. By 2013, the Internet will be accessed more often by mobile devices than by desktop computers. From special apps to mobile enhanced websites, the future of where communications are going appears to hold mobile devices in the marketing mix. The Association for Accounting Marketing (AAM) has recognized this trend and will be one of the first accounting related associations to develop a mobile website for its upcoming annual Summit, *Take Your Firm to New Heights*, to be held June 7-10 in Chicago.

"With Smartphone use expected to grow by 50% worldwide in 2011, having a mobile website or a native mobile application will become a staple for any accounting firm's marketing and client service plan. Consumers of information need both the high-level of usability and accessibility that mobile websites and applications provide," states Jessica Levin, president of Seven Degrees Communication and manager of communications and member services for Moore Stephens North America. Jessica will be co-presenting an AAM Summit session titled "Marketer 3.0: How You Can Leverage Technology for Success."

The AAM Summit mobile site is designed to offer participants and others who are not able to attend an interactive experience with up-to-date information on summit events, programs and awards through the mobile interface. In addition to information on sessions, exhibits and networking events, the mobile site also offers access to several Twitter feeds. These feeds will allow viewers to follow happenings across the Summit.

According to Jamie Trayner Thomas, AAM Summit co-chair and director of marketing and communications for LBA Certified Public Accountants, "It is our goal as an organization to showcase to our membership the latest in marketing and communications trends. It makes sense for us to develop a mobile enhanced website to provide AAM members, and others in the accounting industry, immediate access to innovations in marketing."

AAM's mobile website was created by Flashpoint Marketing, a sponsor of the 2011 AAM Summit. For more information on the 2011 AAM Summit, to be held June 7-10, 2011, at the Fairmont Chicago Millennium Park, visit <http://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 more than 800 members are 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, please call 856-793-0806 or visit [www.accountingmarketing.org](http://www.accountingmarketing.org).*