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2011 AAM Summit Early Registration Deadline Approaches

Accounting Marketers Save \$100 on 2011 Conference Registration until March 30

If you were considering attending the Association for Accounting Marketing's 2011 Summit, *Take Your Firm to New Heights*, the deadline to save \$100 on your registration fee is fast approaching. Accounting marketers have until Wednesday, March 30, 2011, to register at the reduced rate.

This educational and networking event will be held June 7-10, 2011 at the Fairmont Chicago Millennium Park. The event will include tracks for rookie, intermediate, business development, and partner level attendees, as well as an executive track for experienced marketers. General conference sessions range in topics from personal growth and leadership to accounting marketing best practices related to social media, brand development and public relations.

Just a sample of this year's sessions include "Enhancing Performance and Accountability in Your Firm," presented by Lisa Rozycki; "Understanding Your Real Market Potential Before You Create a Marketing Plan," presented by Jennifer Wilson; "Practical Solutions for Implementing Niches," presented by Katie Tolin and Timothy Michel; "Proposals That Rock (and Win)," presented by Michelle Golden; "Twenty-five Career Killers for Marketing Directors," presented by Eileen Monesson and Sally Glick; and "Marketer 3.0: How You Can Leverage Technology for Success," presented by Jessica Levin and Leigh George.

Nationally-acclaimed author and speaker Jon Gordon will provide the keynote address at the Summit, speaking on leadership, strategy and motivation. The annual Association for Accounting Marketing-Marketing Achievement Awards (AAM-MAA) Gala will also recognize the top marketing strategies and professionals in the industry.

Conference details regarding speakers, events, hotel information and registration for the 2011 AAM Summit can be found on the Summit website at www.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 accountingmarketing.org.