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Association for Accounting Marketing Announces 2011 National Summit and Program

Delivering a wide range of accounting strategies and best practices, the 22nd annual AAM Summit is focused to support accounting marketing professionals grow their firms. The Summit is being held June 7-10 at Chicago's Fairmont Millennium Park. Tailored tracks based on experience levels, as well as strategic and executive level tracks, provides attendees with the highest level of education possibilities to meet their individual needs.

"This year's format has been created to offer insight for all accounting marketing professionals from the novice to the experienced executive," Sally Glick and Jamie Trayner Thomas, AAM conference committee chairs, said. "Our goal is provide attendees with new ideas, concepts, key contacts and take-aways to immediately benefit their respective firms."

Sessions and tracks are designed to help attendees understand and drive market potential, highlight trends of the accounting trade, showcase best practices for prospecting, and provide insights on brand strategies and business development.

The 2011 Summit also features exhibitors with the latest developments in products and services that benefit accounting firms. Numerous break-out sessions and networking events also are scheduled to help connect marketers with the tools and contacts to enhance their success. A highlight of the Summit is the AAM Marketing Achievement Awards gala honoring the best in the accounting marketing industry.

For more information on the 2011 AAM Summit, visit 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 www.accountingmarketing.org.