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Association for Accounting Marketing Announces 2011 Educational Calendar – First Quarter

The purpose of the Association for Accounting Marketing (AAM) is to enhance the accounting marketing and practice growth profession through education, networking and thought leadership.

AAM's most important goal in 2011 is to increase member value. One way we will accomplish this goal is through a series of educational events which provide cutting-edge information to help accounting marketing professionals grow their firms. By participating in AAM's virtual learning series and roundtable calls in addition to attending the annual Summit, those in the accounting marketing industry stay connected to industry experts, colleagues and friends.

AAM offers two types of educational events where participants don't have to leave their office. The first offering is called AAM High!, a virtual learning series (VLS) conducted via the Web and telephone. Open to both members and nonmembers, it's an affordable and convenient education alternative to staff travel.

The second offering is a series of roundtable calls for members only. These interactive, educational calls allow members to network with each other while receiving information specific to their needs in relation to firm size.

Upcoming events for the first quarter are listed below. For additional information regarding AAM educational opportunities, please contact Pete Pomilio at ppomilio@ahint.com.

AAM High! Events

January 20 | Opportunistic Marketing: How to Identify and Capitalize on External Events

February 17 | Spiraling Up: Practical Strategies for Exceptional Growth

March 17 | Creating Your Brand Using Social Media

Roundtable Events

January 27 | Selling & Marketing During Tax Season

February 1 | Customer Relationship Management: Where Client Service Meets Technology

March 8 | Email Marketing for Small Firms

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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, please call 856-793-0806 or visit accountingmarketing.org.