



ODDS ON EXCELLENCE

AAM Summit 2004 June 9 - 11, - Las Vegas

2004 Audio Recordings

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**WEDNESDAY, JUNE 9**

- \_\_\_ 1. PC1 MAXIMIZING MARKETING & PRACTICE DEVELOPMENT IN A
- \_\_\_ 2. MULTI-OFFICE ENVIRONMENT [ 2 TAPE SET - \$24.00 ]
- \_\_\_ 3. PC2 LESSONS FROM THE LEADERS! IDEAS TO ACT ON TODAY
- \_\_\_ 4. [ 2 TAPE SET - \$24.00 ]
- \_\_\_ 5. A1 A DIRECT APPROACH TO DIRECT MAIL (Leest, Schragger)
- \_\_\_ 6. A2 HOW TO TRANSFORM ACCOUNTANTS INTO EFFECTIVE BUSINESS GENERATORS (Bedford, Raumer)
- \_\_\_ 7. A3 A MARKETING PLAN FOR THE LOCAL FIRM (Serotta)
- \_\_\_ 8. A4 EFFECTIVE EMPLOYEE INCENTIVE PROGRAMS: BRING OUT THE BEST IN YOUR FIRM (Rozycki, Monesson)
- \_\_\_ 9. A5 INDUSTRY STANDARDS / BENCHMARKS (Caragher)

**THURSDAY, JUNE 10**

- \_\_\_ 10. B1 PR IN YOUR MARKETING MIX (Fauerbach)
- \_\_\_ 11. B2 CRISIS COMMUNICATIONS, MEDIA TRAINING AND MEDIA RELATIONS (Levick)
- \_\_\_ 12. B3 QUANTIFIABLE MARKETING (Crowder)
- \_\_\_ 13. B4 / F4 HOW AN AUDIT PARTNER THINKS (Molinar)
- \_\_\_ 14. B5 ELEMENTS REQUIRED FOR WORLD-CLASS PRACTICE DEVELOPMENT PROGRAMS (Bierman)
- \_\_\_ 15. C1 / D2 ROI: YES IT IS A REALITY (Gill)
- \_\_\_ 16. C2 WORLD MARKETING CHALLENGE 2004 (Platt, Lloydbottom)
- \_\_\_ 17. C3 SEVEN KEY REASONS WHY SALES ARE LOST AND WHAT TO DO ABOUT IT (Perrino)
- \_\_\_ 18. C4 FINE TO FAMOUS: CPA FIRM MARKETING BEST PRACTICES (Caragher)
- \_\_\_ 19. C5 HOW USING THE MEDIA CAN STRENGTHEN YOUR BRAND (Levick)

**THURSDAY, JUNE 10 (cont.)**

- \_\_\_ 20. D1 WE'VE GOT TO STOP MEETINGS LIKE THIS (Haseley)
- \_\_\_ 21. D2 MARKETING CULTURE CHANGE...MOVING FROM "EATING WHAT YOU KILL" TO "FEEDING THE FAMILY" (Buckstein)
- \_\_\_ 22. D4 TEACHING PARTNERS TO SELL - WITHOUT SELLING (Solomon)
- \_\_\_ 23. D5 HOW WE JUMPSTARTED THE FIRM IN WINNING LARGE OPPORTUNITIES (Crosley)
- \_\_\_ 24. E1 ELVIS ON RELATIONSHIPS: SEVEN THINGS THE KING TEACHES US ABOUT GETTING INFLUENCE (Wolfe)
- \_\_\_ 25. E2 TRAINING THE TRAINER (Guillemette)
- \_\_\_ 26. E3 PERSONAL MARKETING PLANS (Weisenfeld)
- \_\_\_ 27. E4 LEADERSHIP AS A MANAGEMENT TOOL (Cox)
- \_\_\_ 28. E5 MARKETPLACE MASTERS: HOW PROFESSIONAL SERVICE FIRMS COMPETE TO WIN (Lowe)

**FRIDAY, JUNE 13**

- \_\_\_ 29. F1 MARKETERS: ACCEPT YOUR LEADERSHIP RESPONSIBILITY (Erickson)
- \_\_\_ 30. F2 CLIENT SURVEY BEST PRACTICES IN TODAY'S REGULATORY ENVIRONMENT (Russ)
- \_\_\_ 31. F3 BUILDING A NICHE PRACTICE (Bildstein)
- \_\_\_ 32. F5 DRIVING RAIN: DEVELOPING THE NEXT GENERATION OF RAINMAKERS IN YOUR FIRM (Nemitz)

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