



# Association for Accounting Marketing 13th Annual Meeting San Antonio, Texas 2002 Audio Recordings



### WEDNESDAY, JUNE 5

- 1. THE MARKETING AUDIT PROCESS (Caragher)
- 2. [ 3 TAPE SET - \$30.00 ]
- 3. Please Check All 3 Dashes
- 4. FIRM OF THE FUTURE (Baker)
- 5. [ 3 TAPE SET - \$30.00 ]
- 6. Please Check All 3 Dashes
- 7. TRASHING THE TIME SHEET (Baker)
- 8. MEASURING UP IN MARKETING (Steinert-Threlkeld)
- 9. MARKETING PLANS: MOVING FROM THOUGHTS TO ACTION (Guillemette)
- 10. MARKETING ROI (Rhatigan)
- 11. EVALUATING YOUR CLIENTS WHY & HOW (Golden)

### THURSDAY, JUNE 6

- 12. TEACHING STAFF TO IDENTIFY CONSULTING OPPORTUNITIES (Lewis)
- 13. THE PROPOSAL PROCESS & TRACKING RESULTS (Tucek)
- 14. MARKETING ACTIVITIES THAT GET RESULTS (Caragher)
- 15. OUTRAGEOUS MARKETING (Bierman)
- 16. CLIENT FEEDBACK PROGRAM (Elvgren, LaBrie)

### THURSDAY, JUNE 6 (cont.)

- 17. WE HAVE A GREAT MARKETING PLAN: WHY ISN'T IT WORKING? (Rice)
- 18. HOW TO WRITE A WINNING PROPOSAL (Sant)
- 19. ESTABLISHING TEAM-BASED REVENUE GOALS (Bildstine)
- 20. NICHE MARKETING BASICS (Daurity)
- 21. HOW TO MEASURE & TRACK SALES DRIVE (Heinke)
- 22. SALES MANAGEMENT TACTICS ANYONE CAN IMPLEMENT (Perrino)
- 23. ACCOUNTING FIRM ECONOMICS FOR MARKETING DIRECTORS (Simpson)

### FRIDAY, JUNE 7

- 24. BRINGING BEST CORPORATE PRACTICES TO ACCOUNTING MARKETING (Burke)
- 25. RUNNING EFFECTIVE SEMINARS (Rudio)
- 26. EVALUATING YOUR CLIENT BASE AND DOING SOMETHING WITH IT (McGregor)
- 27. REFERRALS FOR RESULTS (Bergh)

**\* \* \* CONFERENCE SPECIAL \* \* \***  
**ANY 12 AAM AUDIO TAPES (WITH FREE ALBUM)**  
**\* \* \* JUST \$110.00 \* \* \***

**SECOND CHANCE! IF YOU WERE UNABLE TO ATTEND THE CONFERENCE, OR MISSED ANY OF THE SESSIONS, HERE'S ANOTHER OPPORTUNITY TO ADD THIS IMPORTANT INFORMATION TO YOUR LIBRARY. THANK YOU!**

(PLEASE PRINT CLEARLY)

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