



2010 AAM Summit Registration Now Open

Interactive Conference Web Site Launched for Pre-Event Interaction

Registration for the Association for Accounting Marketing's 2010 Summit, entitled "Building Strong Foundations For Firm Success," is open. Attendees can register online as well as interact with speakers and other attendees at aam.conference2010.org, the association's first ever interactive conference site.

The event will be held June 22-25 at the Grand Hyatt Washington in Washington, D.C. It will feature tracks for rookie, intermediate, business development, and partner level attendees, as well as a new executive track for experienced marketers. General sessions will include a roundtable discussion on best practices in accounting marketing, a session on effective lead generation and "60 Ideas in 60 Minutes."

The conference also offers a host of topics from web sites, social media and public relations strategies to branding, client relationship building and retention to marketing metrics. Speakers will include Joe Rotella from Delphia Consulting, LLC, Art Kuesel from PDI Global, Inc., Tom Sant of the Sant Corporation, Jeff Antaya from Plante & Moran, Russ Molinar from Ernst & Young LLP, Jean Caragher from Capstone Marketing, Kathleen Delaney from Lexis Nexis and Jack LaRue from Thomson Reuters, among others.

Two pre-conference sessions, Twitter 101: Making The Most of Your Conference Experience and Where Marketing Meets Selling, will take place on Tuesday, June 22. The Summit will officially kick off with a keynote speaker and breakout sessions on Wednesday, June 23. Breakout sessions continue on Thursday, June 24, when the executive track will also be held. The annual AAM-MAA Awards Gala will take place on Thursday evening, where top marketing strategies will be recognized and top marketers, including Marketer and Rookie of the Year, will be announced.

For additional information or to register for the 2010 AAM Summit, visit the Summit web site at aam.conference2010.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.