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Washington, DC Hosts 2010 AAM Summit Later This Month

Late registrations still being accepted

Registrations are still being accepted for the 2010 Association for Accounting Marketing's 2010 Summit, which will take place June 22-25 in Washington, DC.

More than 350 attendees from 43 states and four countries will be attending "Building Strong Foundations for Firm Success." Exhibit space, certain special events and the new Executive Track for marketers with more than 10 years of experience have already sold out.

The Summit will take place at the Grand Hyatt Washington in Washington, DC and it will feature tracks for rookie, intermediate, business development, executive track, and partner level attendees. General sessions will include a roundtable discussion on best practices in accounting marketing, a presentation on effective lead generation, and "60 Ideas in 60 Minutes." The Summit will kick off with keynote speaker Séan McArdle, the "\$100 Million Salesman," who will discuss changes faced in today's economy demand that companies implement organizational change toward client building and client retention.

Full conference, single day and limited access rates are available. Limited access allows attendees to attend meals in the exhibit halls and access the exhibit areas only. With so many seminar offerings though, accounting marketers won't want to miss any of the sessions. The Summit includes 28 breakout sessions in four main areas: marketing communications, personal growth, firm management and business development.

Attendees can register for the Summit as well as interact with speakers and other attendees on the association's first ever interactive conference site. For additional information, visit the Summit web site at aam.conference2010.org or call 856-793-0806.

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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.