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2011 AAM SUMMIT RECORDINGS	
UNDERSTANDING YOUR REAL MARKET POTENTIAL BEFORE YOU CREATE A MARKETING PLAN (Rozycki)	<input type="checkbox"/>
ENHANCING PERFORMANCE AND ACCOUNTABILITY IN YOUR FIRM (Wilson)	<input type="checkbox"/>
KEYNOTE: THE SHARK AND THE GOLDFISH: POSITIVE WAYS TO THRIVE DURING WAVES OF CHANGE (Gordon)	<input type="checkbox"/>
DON'T BE A NAG: HOW TO STOP BEING A PEST AND START BEING AN ADVISOR (Smith)	<input type="checkbox"/>
PRACTICAL SOLUTIONS FOR IMPLEMENTING NICHEs (Michel, Tolin)	<input type="checkbox"/>
PROPOSALS THAT ROCK (AND WIN) (Golden)	<input type="checkbox"/>
CRUX RAINMAKING: EMPOWERING AMBITIOUS PROFESSIONALS TO UNLEASH THEIR SALES AND MARKETING POTENTIAL (Brocato)	<input type="checkbox"/>
EMOTIONAL INTELLIGENCE (EQ): THE CORNERSTONE OF EXECUTIVE PRESENCE (Werner)	<input type="checkbox"/>
MARKETER 3.0: HOW YOU CAN LEVERAGE TECHNOLOGY FOR SUCCESS (George, Levin)	<input type="checkbox"/>
TRICKS OF THE TRADE: COACHING THE ACCOUNTANT TO SUCCESS (Tierney)	<input type="checkbox"/>
CLIENT VULNERABILITY MATRIX (Eisenstaedt)	<input type="checkbox"/>
MARKETING AND BUSINESS DEVELOPMENT: A MARRIAGE MADE IN A CPA FIRM (Panel)	<input type="checkbox"/>
FUTUREFIRM SUCCESS: CHANGE TO THRIVE (Kaiser, Newton, Rosenberg, Russ)	<input type="checkbox"/>
COLORING OUTSIDE THE LINES: CREATIVE PROBLEM SOLVING FOR TODAY'S ACCOUNTING MARKETING PROFESSIONAL (Tobe)	<input type="checkbox"/>
WRITING THE PERFECT PRESS RELEASE (Perry)	<input type="checkbox"/>
BUILDING A CULTURE OF ACCOUNTABILITY (Aquila, Grissom)	<input type="checkbox"/>
CREATING A POSITIVE CLIENT EXPERIENCE (Campagna)	<input type="checkbox"/>
BEST PRACTICES FOR PROSPECTING (Olesinski)	<input type="checkbox"/>
TWENTY-FIVE CAREER KILLERS FOR MARKETING DIRECTORS (Monesson, Glick)	<input type="checkbox"/>
UNDERPINNING SUCCESS IS ACCOUNTABILITY / NO, UNDERPINNING SUCCESS IS TALENT (Aquila, Wiley)	<input type="checkbox"/>
KEYS TO NEGOTIATION (Cote)	<input type="checkbox"/>
ARE YOU BUILDING A BRAND ON TABLE STAKES? THE POWER OF DIFFERENTIATION IN ACCOUNTING (Breindel)	<input type="checkbox"/>
MAKE MARKETING AND SELLING A TRACKABLE PROCESS (AND DETERMINE ROI CONCURRENTLY) (Bierman, Shelton)	<input type="checkbox"/>
DRIVING REPUTATION & SALES WITH TECHNOLOGY (Bhansali, Koziel, Whitehouse)	<input type="checkbox"/>
THE ULTIMATE OBJECTION-HANDLING TOOL (Seidman)	<input type="checkbox"/>
DEVELOPING YOUR OWN BRAND (Glick)	<input type="checkbox"/>
RECOGNIZING DESIGN AND CONTENT THAT SELLS (Gold, Beck)	<input type="checkbox"/>
THE BUSINESS DEVELOPMENT SCORECARD: LINKING PEOPLE, STRATEGY AND PERFORMANCE (Rudio)	<input type="checkbox"/>
SPEED LEADS: BUSINESS GROWTH THROUGH CROSS POLLINATION (Tolin)	<input type="checkbox"/>
DOING MORE WITH LESS – 5 UNDER 5,000: ESSENTIAL BEST PRACTICES FOR TODAY'S PROFESSIONAL MARKETER (Pawlow)	<input type="checkbox"/>
INSIDE THE BUYER'S BRAIN: RESEARCH FROM PROFESSIONAL SERVICES BUYERS (Frederiksen)	<input type="checkbox"/>
60 IDEAS IN 60 MINUTES (Molinar, Gill)	<input type="checkbox"/>

2010 AAM SUMMIT RECORDINGS	
TWITTER 101: MAKING THE MOST OUT OF YOUR CONFERENCE EXPERIENCE (Levin)	<input type="checkbox"/>
WHERE MARKETING MEETS SELLING (Jensen)	<input type="checkbox"/>
KEYNOTE - MASTERING THE CHALLENGE OF CHANGE (McArdle)	<input type="checkbox"/>
HOW HEALTHY IS YOUR WEBSITE? (Rotella)	<input type="checkbox"/>
PR 2.0: STRATEGIES FOR BUSINESS DEVELOPMENT (Hellerman)	<input type="checkbox"/>
25 THINGS I WISH SOMEONE WOULD HAVE TOLD ME WHEN I STARTED ACCOUNTING MARKETING! (Kuesel, Johnson)	<input type="checkbox"/>
HOW TO GET OUT OF THE COMMODITY TRAP (Sant)	<input type="checkbox"/>
LUNCHEON: PERSPECTIVES, TRENDS AND PREDICTIONS (Panel Presentation)	<input type="checkbox"/>
USING A COMPANY PERFORMANCE REVIEW TO DEVELOP OR REFINE YOUR MARKETING PLAN (Tubergen)	<input type="checkbox"/>
MARKETING AUDITS: REFOCUSING YOUR FIRM FOR THE REBOUND (Morgan)	<input type="checkbox"/>
<i>THE SECRET LANGUAGE OF INFLUENCE®</i> - YOUR PASSPORT TO POWERFUL PERSUASION (Seidman)	<input type="checkbox"/>
IMPROVE YOUR CLIENT RELATIONSHIP MANAGEMENT, OPPORTUNITY MANAGEMENT AND PIPELINE MANAGEMENT WITH MICROSOFT CRM (Antaya, Ambrose)	<input type="checkbox"/>
BUILDING STRONG FOUNDATIONS WITH BEST PRACTICES FOR LEAD GENERATION (Panel Presentation)	<input type="checkbox"/>
FROM MARKETING TO GROWTH: MAKING A CULTURAL SHIFT (Tolin)	<input type="checkbox"/>
BOOST YOUR BRAND WITH ONLINE MARKETING (Roberts)	<input type="checkbox"/>
NICHE DEVELOPMENT (Olesinski)	<input type="checkbox"/>
ADDING VALUE: INTEGRATING MARKETING AND SALES (Panel Presentation)	<input type="checkbox"/>
CLIENT RETENTION: STRATEGIES EVERY FIRM CAN USE (Caragher)	<input type="checkbox"/>
BUZZ BRANDING: A TOP DOWN STRATEGY FOR REPUTATION MANAGEMENT (Darryl Cross)	<input type="checkbox"/>
PRESENTATION PERFECTION: IMPACT IN FORMAL AND EXTEMPORANEOUS PRESENTATION (Hough)	<input type="checkbox"/>
LUNCHEON: ADDING GREATER VALUE TO YOUR FIRM	<input type="checkbox"/>
FIRMLY ROOTED MARKETING METRICS: YOUR SYSTEM FOR SUCCESS (Steffen)	<input type="checkbox"/>
MAXIMIZING YOUR DIRECT MARKETING EFFECTIVENESS (LaRue)	<input type="checkbox"/>
Q-STORMING: QUESTIONING YOUR WAY TO SOLUTIONS (Levin)	<input type="checkbox"/>
ADDING VALUE: PRODUCT/SERVICE INNOVATION, RENOVATION, REVITALIZATION (Panel Presentation)	<input type="checkbox"/>
BE DIFFERENT: UNDERSTAND THE UNIQUE VALUE OF YOUR FIRM (Nemitz)	<input type="checkbox"/>
EXPRESSING YOUR FIRM'S PERSONALITY THROUGH MARKETING COMMUNICATIONS (Caragher)	<input type="checkbox"/>
IT'S POLITICAL: HOW TO NAVIGATE YOUR FIRM'S CULTURE FOR MARKETING SUCCESS (Segarra)	<input type="checkbox"/>
DRIVING BUSINESS WITH PARTNER-CENTRIC MARKETING PLANS (Mayforth, Munteau)	<input type="checkbox"/>
60 IDEAS IN 60 MINUTES (Molinar, Glick)	<input type="checkbox"/>

2009 AAM SUMMIT RECORDINGS	
THE ABC'S OF ACCOUNTING FOR MARKETING PROFESSIONALS (Hylan)	<input type="checkbox"/>
AT THE CROSSROADS - EFFICIENT AND EFFECTIVE GROWTH (Crosely)	<input type="checkbox"/>
HOW TO MEAN BUSINESS IN SOCIAL NETWORKINGSITES (Hollinden)	<input type="checkbox"/>
UNWRITTEN RULES OF BUSINESS ETIQUETTE (Tarka)	<input type="checkbox"/>
ROI IN CLIENT FEEDBACK (Monesson)	<input type="checkbox"/>
CAPTIVATING COPY (Nelson, Gold)	<input type="checkbox"/>
HOW THE INTERNET CHALLENGES THE RULES OF PR (Nelson, Gold)	<input type="checkbox"/>
BRAND AID FOR A TOP 100 FIRM (Taylor)	<input type="checkbox"/>
ENERGIZE YOUR DIRECT MARKETING ROI (Cote)	<input type="checkbox"/>
PRACTICAL PURSUIT PLANNING (Jensen)	<input type="checkbox"/>

PROPOSING TO WIN (Sant)	<input type="checkbox"/>
VIDEO KILLED THE RADIO STAR (Belser, Walsh)	<input type="checkbox"/>
A CPA's PATH TO LEADERSHIP (Nemitz)	<input type="checkbox"/>
HOW THE C-SUITE BUYS PROFESSIONAL SERVICES (Molinar)	<input type="checkbox"/>
HOPE IS NOT A STRATEGY (Glick)	<input type="checkbox"/>
PRESENT WITH IMPACT (Faurote)	<input type="checkbox"/>
GETTING YOUR WEB SITE TO THE TOP OF THE CHARTS (Tolin, Geh)	<input type="checkbox"/>
BUILDING VALUE (Crosely)	<input type="checkbox"/>
DRIVING BUSINESS DEVELOPMENT THROUGH E-MAIL (Green)	<input type="checkbox"/>
STEP UP TO YOUR LEADERSHIP (Charlop, Carnahan)	<input type="checkbox"/>
IS YOUR FIRM A LEADER OR A LAGGARD?(Caragher, Telberg)	<input type="checkbox"/>
LAUNCHING A PRACTICE (Steffen)	<input type="checkbox"/>

TOTAL # SESSIONS	<input type="text"/>
<input type="checkbox"/> MEMBER (\$20) <input type="checkbox"/> NONMEMBER (\$40)	
TOTAL AMOUNT	\$ <input type="text"/>

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