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2010 AAM Summit to conclude with “60 Ideas in 60 Minutes” session

Fast-paced, interactive session will recap what attendees learn – and add to it

The Association for Accounting Marketing will finish its 2010 Summit with an interactive session entitled “60 Ideas in 60 Minutes.” The session, led by Sally Glick and Russ Molinar, will help attendees not only recap the concepts they learned at the conference, but also add their own ideas in the process.

“The 60 Ideas in 60 Minutes session will be a great way for attendees to share what they’ve learned,” said Sally Glick. “The conference will be full of intense, educational sessions over the two days, and at the end of that time, everyone’s heads will be brimming with ideas. This session will help us capture the brainpower and collective energy in the room. We expect it to be high-energy and fast-paced.”

The session will concentrate on four main areas: building a marketing function, positioning the marketing efforts, generating awareness and exposure, and winning new business. Glick and Molinar will encourage attendees to share the tips they learned throughout the conference as they work through the four areas of focus. They will use an overhead display to capture the ideas generated. “There are no right or wrong answers,” said Glick. “We expect attendees to generate a lot of discussion, and come away with at least 60 ideas and lots of takeaways from the session.”

The Summit will take place 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 marketers with more than 10 years of experience. 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.”

Registration for the Summit is now open. Attendees can register online 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.