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2010 AAM Summit Adds Executive Track for Senior Marketers

Annual conference to take place June 22-25

If you are involved in accounting marketing and are looking for some advanced training opportunities, the Association for Accounting Marketing's 2010 Summit's Executive Track is designed specifically for you.

"The Executive Track at AAM has been designed from the ground up to be relevant for today's seasoned marketers," said Sally Glick, principal and chief growth strategist, Sobel & Co., and AAM conference co-chair. "A team of well-known and highly-regarded accounting marketers, many who are members of the AAM Hall of Fame themselves, have developed a unique curriculum that, when combined with peer networking, will create a distinctive experience for all who participate. I am delighted that AAM is responsive to the changing needs of our members and I am looking forward to attending the program."

Executive Track will be presented on Thursday, June 24 and is designed for experienced professional service marketing and sales professionals who are looking to add more value to their firm and achieve greater results. The track features two three-hour facilitated workshops and a separate networking luncheon program.

Executive Track participants will start the day with "Adding Value: Integrating Marketing and Sales." This workshop will focus on how to more effectively integrate a firm's marketing efforts with the sales efforts of its partners and business development professionals and how to link client service delivery to improve the firm's results.

Since developing new services and improving underperforming firm niches are key elements to a successful growth strategy, participants will continue their advanced learning experience after lunch with "New Product and Service Development." This workshop will focus on the critical aspects in a successful innovation and new product development program and help marketing executives develop an action plan to exploit their firm's key growth opportunities.

To participate in the AAM Summit Executive Track, participants must meet one of the following criteria:

- At least 10 years in professional services marketing or business development at an executive level;
- At least 15 years in marketing or business development with at least five years in professional service marketing or business development at an executive level; or

- Practicing CPA with at least 15 years of experience and currently serving as a senior firm leader responsible for the marketing function or with substantial business development responsibilities.

The 2010 Summit will be held June 22-25 at the Grand Hyatt Washington in Washington, D.C. It will also offer tracks for rookie, intermediate, business development, and partner level attendees and offers a host of topics from web sites, social media and public relations strategies to branding, client relationship building and retention to marketing metrics.

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. 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.