

The following news release is a sample attendees of the AAM Summit can use to attract attention for you and your firm. It shows that you, as professional marketers and CPAs, are keeping up to date on issues facing your firm. Show your clients you can offer more efficiency and better quality services.

To use this release, simply copy and paste it in a Word or e-mail document. The 'contact' should either be the person who attended the conference or the individual at the firm who interacts with the local media the most.

In addition to your local newspapers, don't forget about business publications, which often print the latest news in the business world. If someone in your firm has a personal contact at a newspaper or journal, be sure and send it to the person they suggest. Such contact may encourage a reporter to do a more in-depth story about what was discussed at the conference. Additionally, it could establish you as a source for financial/business news for future opportunities.

(Use this sample news release to give you and your firm local recognition)

For Immediate Release

Contact:

Local Professional Attends National Accounting Marketing Conference

(Dateline: Your City, today's date) – (Your name, title) of (firm name) in (City, State) recently attended the 21st Association for Accounting Marketing (AAM) Summit: Building Strong Foundations for Firm Success, held June 22-25 in Washington, DC.

More than 400 marketers attended the four-day conference. During that time, they gained exclusive access to the most innovative minds in the industry, with programs focused on fresh ideas and timely topics directly relating to current challenges and opportunities they face. They strengthened their knowledge of key issues and built upon strategies that could impact their bottom line. This year's program addressed marketers of every level; from first year rookies to experienced executives.

The majority of conference attendees are current AAM members. AAM is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. Members are marketing professionals, certified public accountants and consultants, vendors, educators and students who seek to expand the business of public accounting. AAM promotes continuing education and the highest professional and ethical conduct.