

Monday, May 14, 2018			
1:00–6:00pm	Registration		
2:00–5:00pm	<table border="1"> <tr> <td> "Everything is Still Different" – Multi-Media Marketing Workshop for Marketing Leaders Speaker: Sarah Cirelli </td> <td> Designing Your Client Experience Speakers: Ryan Suydam and Nat Slavin </td> </tr> </table>	"Everything is Still Different" – Multi-Media Marketing Workshop for Marketing Leaders Speaker: Sarah Cirelli	Designing Your Client Experience Speakers: Ryan Suydam and Nat Slavin
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6:00–9:00pm	Opening Networking Event/AAM-MAAs Portland Museum of Art		
Tuesday, May 15, 2018			
7:30am–6:00pm	Registration		
7:30–8:30am	Breakfast/Partner Display		
8:30–9:30am	Keynote: Being a Green Apple Speaker: John Garrett		
9:30–10:15am	Disruptive Innovation and its Impact on Marketing Speaker: Ed Kless		
10:15–10:40am	Navigating Firm Change Speaker: Jeff Pawlow		
10:40–11:10am	Break/Partner Display		
11:10–11:25am	Storytelling for Business Speaker: Tracey Segarra		
11:25–11:40am	Compensation Survey Results Speaker: Jean Caragher		
11:40am–12:10pm	It's Not Your Problem Speaker: Guy Gage		
12:10–1:30pm	Networking Lunch		

Optional/Additional Fee

Tuesday, May 15, 2018			
1:30–2:20pm	How to Strategically Drive Revenue Growth in Your Organization Speakers: Danielle Eisenach and Jamie Thomas	Building the Optimal Marketing Organization Speaker: Jeff McKay	Building Your Marketing Technology Stack Speakers: Jody Grunden and Lori Colvin
2:30–3:20pm	Presenting Fees to Show Value Speaker: Wade Clark	New Services from Concept to Delivery Speaker: Myra Miller	Incentivize to Maximize: Driving Whole-Firm Engagement Using the Carrot not the Stick! Speaker: Jaclyn Braga
3:20–3:50pm	Break/Partner Display		
3:50–4:40pm	Business Development Roundtable Facilitators: Danny Estrada and Ralph MacNamara	Crisis Communication Plan Speaker: Michael Rubin	10 Powerful Marketing Tools Speaker: Bob Goricki
4:45–5:45pm	Reception/Partner Display		
Wednesday, May 16, 2018			
7:30–8:30am	Breakfast/Partner Display		
8:30–9:00am	Online Reputation for Accounting Firms - the Good, the Bad and the Ugly Speaker: Kat Kocurek		

Wednesday, May 16, 2018			
9:00–9:45am	Cross-Industry Marketing Innovation	Compensation Trends for Business Development Executives Speaker: Jason Delles	
9:45–10:30am		Winning Strategically: Prospect Planning Protocol for BD Professionals Speaker: Marc Rosen	
10:30–11:00am	Break/Partner Display		
11:00–11:20am	Going to Market by Industry Speaker: Geri Gibbons		
11:20–11:50am	AAM Recognizes Excellence Awards		
11:50–12:20pm	3 Ways to Work Less & Accomplish More Speaker: Kevin Gienger		
12:20–1:30pm	Networking Lunch		
1:30–2:20pm	Great Networking Skills for Successful Professionals! Speaker: Todd Cohen	Achieving Traction in Your Marketing/ Business Development Program! Speaker: Chris Walker	Build or Buy? Speakers: Jennifer Cantero, Caren Rodriguez and Frank Vitale
2:25–3:15pm	Building Strategic Relationships for Sales Results Speaker: Amy Franko	Practice Everyday Innovation Speaker: Jody Padar	Basics of Design Speaker: Precious Bugarin
3:15–3:45pm	Break/Partner Display		

For the latest information and to register visit accountingmarketing.org

Wednesday, May 16, 2018			
3:45–4:35pm	Cold Prospecting Speaker: Nikki Burgeson	Applying Behavioral Economics Strategies to B2B Marketing Speaker: Paul Kaiser	Privacy Laws and Marketing
4:40–5:30pm	Networking Reception		
6:30pm	Dine and Connect (Meet at 6:30pm)		
Thursday, May 17, 2018			
7:45– 8:30am	Breakfast		
8:30–9:20am	Building Innovation Culture: How to Capture Creativity by Conducting Focus Groups Speaker: Kacey Jones		Content for Each Buying Stage - from Tire Kickers to Decision Validators Speaker: Christine Nelson
9:25–10:15am	Becoming Your Firm's Captain of New Business Development Speaker: Julie Tucek	Social Media Success: Strategies, Channels, Content and Measurement Speaker: Danielle Leitch	
10:15–10:30am	Networking Break		
10:30– 11:20am	Client Data Mining and Cross Selling Speaker: Adelaide Ness	Case Study: How to Build a Marijuana Niche Speaker: Mitzi Hollenbeck	
11:20–11:50am	Keynote: Happiness is Job One! Speaker: Sandy Weaver		
1:00–5:00pm	Corporate Social Responsibility Activity and Wrap Party		

Optional/Additional Fee