VISION 2020

Association for Accounting Marketing
growing people and practices

◎ POSITION PILLAR

"AAM delivers targeted messaging to communicate our value propositions to members, firms and supporting organizations."

POSITION 1: Position the Association for Accounting Marketing as the primary growth and sustainability resource across the CPA profession.

POSITION 2: Deploy branding strategy and marketing campaigns to build position as the leading thought leader, networking and educational resource in each of AAM's primary target markets: marketers, growth minded CPAs and sales and business development professionals.

KNOWLEDGE PILLAR 🔍

"AAM is the authority on CPA growth, providing thought leadership and process to key target markets."

KNOWLEDGE 1: Use existing AAM content to build robust thought leadership platform for members and the accounting industry.

KNOWLEDGE 2: Create educational curricula for different AAM member segments in order to address their needs.

KNOWLEDGE 3: Create, aggregate and distribute top level thought leadership to target markets.

KNOWLEDGE 4: Partner with industry leaders and build alliances with industry groups in order to create, curate, distribute, and co-brand valuable content.

↗ GROWTH PILLAR

"AAM generates revenue to build financial sustainability and facilitate organizational growth."

GROWTH 1: Deploy growth strategies for each of the three primary target markets to achieve annual membership forecast.

GROWTH 2: Develop innovative sponsorship, advertising and packaged industry-relevant resources + programs that are collaborative and deliver value to the industry.

GROWTH 3: Increase member satisfaction and retention.

PROCESS PILLAR ⇄

"AAM streamlines operations to facilitate goal-driven action plans and organizational success."

PROCESS 1: Create processes/structure to align and maximize the contributions of volunteers.

PROCESS 2: Identify and communicate evolving roles, responsibilities and annualized action plans.

PROCESS 3: Develop and deploy strategic operating action plans that are evaluated systematically and continuously.

PROCESS 4: Identify and deploy, on an ongoing basis, technology solutions to facilitate the internal and external work of the board, executive committee, committees and members.

PROCESS 5: Develop system to capture knowledge including sponsor and member relations, past initiatives, successes and failures, and records of other important organizational experiences.