

BENEFITS OF ATTENDING THE ASSOCIATION FOR ACCOUNTING MARKETING SUMMIT @ AICPA ENGAGE

To ensure your firm keeps pace with the changes that reflect the world we live in and the direction we're headed, you must advocate for change. Changes that help exceed your clients' expectations for your firms.

Creating value for our firms and for our clients' means having the most current, relevant information available to do our job effectively. It also means choosing wisely where we dedicate our limited time and resources. With this in mind, the Association for Accounting Marketing has taken care to put together its annual Summit with courses and opportunities that we believe will be the most impactful for firms and employees in the year to come.

The Association for Accounting Marketing Summit at AICPA ENGAGE brings together the profession's leading minds to help you reach your goals and beyond. When contemplating if participation at the Summit is right for you or a representative from your firm, consider the below benefits.

When we team up with AICPA ENGAGE you are exposed to invaluable and different perspectives we gain from the CPAs. It's rare you get this perspective, embrace it! This is also a chance to learn and experience with your managing partners; listen to them, invite them into your world and give them takeaways they will not get anywhere else.

Continuing Education

This is one of the most valuable investments that your firm can make in its employees and the most tangible part of the AAM Summit. With programs designed to enhance skill sets and inform your team members on the most timely topics in the industry, attendees are bound to walk away with valuable information that can be applied to implement new technologies, create new initiatives or improve current ones within the context of your firm.

New Strategies

In addition to the new information your team members will receive on cutting-edge topics, the Summit provides ample opportunities to discover new strategies that have a direct impact on your firm's bottom line – strategies that have been tested by renowned speakers and other professionals in the field. Learn from others' successes and take advantage of the access you have to speak directly with leading topic experts on everything from client retention to measuring ROI on new marketing projects.

Networking

Summit is not just about the education; it is also about making powerful connections that benefit the entire firm. Summit introduces colleagues from firms of different sizes and varied locations, allowing them to exchange best practices, learn new strategies, discuss solutions, and build lasting relationships and mentorships that continue beyond the Summit. Attendees will also have the opportunity to meet key vendors – all in one place – making for a very efficient use of time.

ENGAGEing Perspective & Inspiration

Because attendees are surrounded by peers from across the country, the AAM Summit is a great place to discover new ideas to put into action at your firm and to renew your focus and motivation for the challenges ahead.

For more information or to register to attend, visit <https://www.aicpaengage.com/tracks/AAM>