**AAM Summit 2015**

**Track Guide:**
- Business Development = BD
- Growth Strategies = GS
- Marketing Communications = MC

<table>
<thead>
<tr>
<th>Title</th>
<th>Speaker</th>
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<tr>
<td><strong>Fostering Growth with Efficient, Effective Business Development</strong></td>
<td><em>Wade Clark, New Vision Advisors, Scott Jensen, Deloitte and Russ Molinar, Ernst &amp; Young</em></td>
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Growing successfully isn’t an overnight miracle. In the accounting ecosystem, it takes focused, strategic business development, integrated with marketing plans. Learn best practices that will support and create successfully aligned business developers, marketing leaders, and partners/professionals. Whether you’re a business developer, marketer or partner you’ll leave with some practical tips on how to improve BD at your firm. This session will have a segment directed at each role. Bonus take-away: practical BD souvenirs to take home, such as tips on creating a sales culture and a sales management primer for managing partners.

**Marketer 20/20: Evolution of the Accounting Marketer Role – What Kind of Marketer Will You Be in 2020?**

*(GS)*

Join us for an insightful and interactive two-part moderated panel discussion. Part 1 is “The Accounting Marketing Landscape: A look at our industry and where it’s growing.” Part 2 is “See the Forest for the Trees: A big picture look at careers for saplings and Redwoods alike.” Both conversations will provide attendees with lessons and insights for yourself and your firm from top industry professionals following the three conference tracks of Business Development, Marketing Communications and Growth Strategies. Submit questions for the panelists at any time by emailing Shana Karle at Shana Karle [mailto:shana@ingenuitymarketing.com](mailto:shana@ingenuitymarketing.com) or Melissa Brogan at [mbrogan@barnesdennig.com](mailto:mbrogan@barnesdennig.com).
AAM Summit 2015

Monday, June 8

8:30am - 9:45am
AAM Keynote

Ain’t No Customer Like a Zombie Customer: Using Great Service to Create Rabid Fans

Peter Shankman, Shankminds Business Masterminds

Marketing and PR expert Peter Shankman has been working with the biggest companies in the world to create what he calls “Zombie Loyalists,” fervent fans that help companies massively increase their customer base, brand awareness, and most importantly, revenue. After all, why should you have to tell the world how amazing you are if you can have your existing customers do it for you? Imagine an army of customers who will do your public relations, marketing and advertising, without being asked, each and every time they give you their money. These are Zombie Loyalists. They are ready to buy what you sell, respond to your email offers and demand that their friends do the same. Learn from Peter how you can create your own customer army.

10:15am - 11:30am
Concurrent Sessions

Winning New Business: Observations for Firms in Growth Mode

Damon Jones and Frank Troppe, Miller Heiman  
(BD)

This session will present a full report on business development trends in over 1,000 global organizations. The leading sector in this annual study (the largest of its kind) has been Professional Services for the past several years. This session will leverage this specific Professional Services experience, including topics such as how the BD function is changing at a firm-wide and individual level, and how to differentiate in a crowded marketplace.

Attendees will take away ideas for firm collaboration and cross-selling; specific action steps on an individual basis that can strengthen 2015 pipeline in the areas of audit, tax and management consulting; and tips on how to get started with your own self-assessment of business development.
Making the Case: Marketing IS Essential

Jamie Thomas, The LBA Group and Sally Glick, Sobel & Co.

In this interactive session designed for beginning and intermediate level marketers, two seasoned pros, Jamie Thomas and Sally Glick, will share their experiences and their methodology for embedding a marketing and business development culture in their firms. Recognizing that marketing has been ‘late to the game’ within the professional services industry, it has been quick to establish itself as a major contributor to the growth and sustainability of accounting firms of all sizes. Both Jamie and Sally have been recognized as CCH Accounting Marketers of the Year and both have been elected as partners in their firms. Both have served as Presidents for AAM and Sally is in the AAM Hall of Fame. Their insights are practical and realistic and they will provide a playbook for success, reflecting their own journeys.

Participants will be exposed to a hands-on learning workshop to help them apply the approach that Jamie and Sally have used throughout their careers to overcome resistance, create a marketing culture in their firm, gain strong partner buy-in and demonstrate that marketing must be acknowledged as a part of the firm, not apart from the firm.

Top 5 Strategies for Using SEO & Google Analytics

Brian Swanson, Flashpoint Marketing

Many organizations execute their PR activities just because they feel they “have to.” Some may do things this way, but very few sound business decisions are made with such a lack of strategy. Discounting PR’s potential is an unfortunate attitude—because when used proactively, PR can help generate new business, drive increased website visits and help deliver and reinforce key messages to your most important audiences.

The new rules of the ranking game have made the relationship between PR and SEO only grow stronger. So, what can you do to make Google happy and how can PR and SEO work together to help meet the marketing goals and objectives of your firm? This session will explore some of the most essential and timely skills needed of today’s marketing and PR professionals, as well as explain the importance of the relationship between PR and SEO, how they can work together in a symbiotic relationship leading to new content, better publicity, new business and growth of your Firm’s bottom line. We’ll explain how to make the relationship work and offer some quick tips and hacks to keep in your marketing arsenal.
A Foot in the Door: Leveraging Special Projects to Land New Clients

Jason Jobgen, BKD, LLP
(BD)
How do you convert a prospect to a client? In this presentation, Business Development Executive Jason Jobgen will walk you through the process of mining small, low risk/high value projects you can market to prospects that will help you build a strong relationship and land larger, annuity engagements. Participants will:

1. Learn how to target prospective clients who qualify for special projects
2. Learn how to uncover special project opportunities during initial meetings with prospective clients
3. Learn how to propose special project work to companies that are not your traditional client
4. Learn how to leverage your new client relationship into additional opportunities

Participants will leave this presentation with a “cheat sheet” which includes ten special projects an accounting firm can provide and how to identify each opportunity.

Pricing Right: Executing Profitably When You Price in Advance

Michelle Golden, K·Coe Isom
(GS)
How should you package and sell knowledge? Is your firm paid what you’re worth? Do you routinely get clients to buy a premium offering instead of entry-level services?

This session prepares you to begin developing a core competency in pricing and positioning your services. Commanding better prices and greater profits requires a new set of skills and Michelle Golden shows you how to build them. To get you well on your way to honing pricing skills, this session covers three big pricing and profitability concepts:

1) Learn the various pricing types and when to use which
2) Understand how presenting options helps you reduce your pricing risk while also enabling buyers to feel a sense of control in their purchase
3) Identify key areas of profit risk and see how to address each

Marketers and other attendees walk away with methods and tools for introducing others in the firm to pricing approaches that affect positive change. With these approaches, your practitioners will learn how to view your "worth" differently and get better at discussing it. Clients benefit from a greater sense of control, awareness of the benefits of working with you, and having clearer expectations of what your work will and will not encompass.
Content Marketing Panel

Sarah Johnson Dobek, Inovautus Consulting

Content marketing is at the top of every firm’s marketing plan. Getting CPAs to write, managing your risk and coming up with a process that firms actually follow is easier said than done. Hear from three CPA firms and how they implemented process in their firms. Learn what works, what doesn’t and the keys to getting adoption with your content development process.

- Content marketing process- how it really works in firms
- How to use outside writers
- How to ensure this is strategic and the use of content calendars
- How marketing is actually facilitating and overseeing this process
- How they rolled this out to get adoption in their firms

2:00pm - 3:15pm
Concurrent Sessions

Leading the Pipeline Process at Your Firm

Jack Kolmansberger, Herbein + Company

If You're Not Growing, You're Shrinking! Pipeline management is an important part of the marketing function at CPA firms. Knowing what to measure and what it all means can present a challenge. We'll discuss the four buckets of revenue and what they tell you about your marketing efforts and the overall health of your firm.

Using interactive discussion and surveying, we'll start address best practices including pipeline meetings, format, and coding. We'll develop an understanding of what goes into the pipeline, and then conclude with the reports your pipeline should generate. I'll share my pipeline template with all attendees who would like to receive it.

Execution - The Intersection of Integration

Wade Clark, New Vision Advisors

Just as friction hinders movement; lack of integration between marketing and business development hinders growth. Participate in an interactive discussion as we explore, in very practical terms, a strategic view of integration; showing where teams should focus their integration efforts. Gain traction by understanding (and executing on) the key results each function should produce; and improve your competitive position, as you learn how strategy guides the process.
Professional Services Marketing Report: How Does Your Firm Compare?

*Christine Hollinden, Hollinden (MC)*

Does your firm have an active, consistent marketing effort? How much does your firm invest in marketing compared to others in the industry? To be truly competitive, you have to know your stats. In this session, Christine M. Hollinden, CPSM, will discuss the results of the 2014 Professional Services Marketing Report, revealing the views and challenges of more than 400 professionals on marketing in the accounting industry. You’ll leave this session with the latest industry research and key takeaways to make sure your firm is making the most of its investments and initiatives.

**3:45pm - 5:00pm**  
Concurrent Sessions

**Beyond Solutions: Selling When Your Prospect’s Not Ready to Buy**

*Amy Dordek Dolinsky and Deb Knupp, Akina Corporation (BD)*

Traditional solution selling models teach us that before you can “close the deal”, you have to find a client’s urgent want or need and offer a solution to solve for it. But what happens when you are pursuing new business with a prospect, and there is no legitimate, urgent want or need? What do you “sell” when a buyer’s not ready to buy?

Whether you are a sales professional or a partner in an accounting firm, it’s undeniable that the ability to bring in business is among the most highly valued skills. Selling can be uncomfortable for you and the client when there is too much “what’s in it for you” and not enough of “what’s in it for them”. What if there were a way to share your wisdom and insights to build a client’s trust resulting in them asking you to help them with their problems... or in other words, they sell themselves on why they want to work with you?

The audience will learn how to leverage Messaging, Authentic Reasons, Definitive Next Steps, the Core 4 for Preparation, how to close through the 6 Qualifiers, how to leverage SuperFans and how to Package Wisdom and Insights in ways that make the Ask with authenticity.

**Growth Through Niches**

*Jessica Levin, Seven Degrees Communications (GS)*

A panel of marketers will share tips on how they have grown successful niches at their firms. Topics will include:

- key tips in developing a new niche
- new ideas for old niches
- marketing directors’ responsibilities within the niche
- developing the niche internally
- developing marketing content for niches
Fill the Room (With the RIGHT Attendees), Show High ROI From Firm Events

Nancy Fox, The Business Fox
(MC)

Firm marketers rely on events as a key piece of their marketing mix. The best programs feature high impact speakers and great content. However, events are only effective if you drive the right audience through the door. Marketers need to use the right mix of social media, promotion, email campaigns and other methods to encourage people to come hear what you have to say.

Marketing expert, Nancy Fox, of The Business Fox, will share best practices for filling the room at your events with the best attendees and proven techniques for higher ROI.

Attendees will learn:

• How to identify the right themes and topic titles for high-attendance events
• A four Step “I” Process For Filling The Room With The Ideal Attendees
• Promotion of events via social media and other techniques
• How to cull the right mailing list
• Different categories of events to accomplish specific goals.
• How to engage firm members to personally promote the event
• When to partner with other firms or organizations, and selecting the best ones to ensure the greatest event success.
• The After Party: Follow up techniques that open new business opportunities, engage partners and firm professionals, and help marketers measure tangible success.
• Setting the stage for future events - how to leverage each event for future results, referral opportunities, and firm visibility.

Attendees will leave with a Fill The Room Workbook and a complimentary Event Follow Up Tracking Template. This session will arm attendees with the tools, templates, and strategies to hit the ground running with successful events to promote new business throughout the year.
Tuesday, June 9

9:55am - 11:10am  Concurrent Sessions  Becoming Customer and Prospect Focused

**Adelaide Ness and Burt Bierman, The Rainmaker Companies (BD)**

Focusing on the client or prospect’s needs is the key to communicating the value of your firm’s practice. Learn what both prospects and clients want from their accounting firm; how to deliver to those needs and wants; how to prepare proposal letters that have an impact; how to focus your business development and marketing efforts to spend less and get better results; and how to provide more value and improve your relationship with your clients. This session will share strategies designed to help attendees:

- Build a strategic growth plan focused on an easy-to-understand strategy.
- Make your marketing message clear and easy to understand.
- Pursue a well-defined group of target clients and save marketing dollars
- Create a strong differentiator
- Focus marketing and proposal letters on prospects’ priorities, not the Firm’s capabilities.
- Focus on strengthening client relationships; make your client’s life easier
- Maintain a high performing website

Attendees will receive samples of proposal letters/marketing plans.

Making Your First Year Magic

**Katie Tolin, BDO (GS)**

Whether you’re new to the industry or recently changed accounting firms, your new position can feel a lot like drinking from a firehose. With so many people reaching out for help, numerous opportunities to create change and your own vision for the position, where do you begin? Having recently switched firms, Katie Tolin will share examples from her first year that will help you build credibility, develop relationships, analyze your current state and implement a strategic marketing plan. From budgeting to brand understanding, from staff restructuring and training to internal politics, from marketing material inventory to moving to a digital platform, you’ll learn what worked and what didn’t. Most importantly, you’ll have a checklist of things for your consideration and tips to aid your implementation.

Attendees will walk away knowing:

- How to understand your firm’s culture
- Why it’s important for you to have an early win
- When to stand up and when to back down
- The one question you need to ask to ensure your success.
Inbound Lead Generation Using Social Media

Dave Maney, Deke Digital
(MC)

Learn how to generate high-quality accounting services prospects by bringing together high-quality content, powerful paid social media promotion & analytics, and active human intervention. Attendees will take home from this session:

1. An understanding of the precision targeting capabilities offered by the paid side of the dominant social media platforms.
2. Insight into content strategy that links targeted social media audiences to selling opportunities.
3. Knowing when and where to insert human beings to make the sale to a social media-generated prospect.
4. Budgetary and resource expectations and requirements to launch a targeted paid social media campaign.
5. Ideas for potentially effective practice areas for targeted social media marketing.

11:20am - 12:35pm
Concurrent Sessions

7 Sales Habits of Highly Effective Professionals

Chris Perrino, Barnes Dennig
(BD)

This presentation will help marketing directors and business developers recognize good approaches and identify potential problems that may be encountered when professionals are in the role of “seller.” The key deliverables will be the simple, straightforward concepts noting good habits and solutions that will be provided so marketers and business developers can coach professionals through the obstacles and on to higher performance in the new business realm. The format will incorporate numerous real-life stories to illustrate the points, based on the presenter’s experience during 17 years attending prospect meetings.

Spend Smarter, Grow Faster: Insights from the 2015 AAM/Hinge Marketing Budget Benchmark Survey

Lee W. Fredericksen, Ph.D., Hinge Marketing
(GS)

The world of marketing for professional services is undergoing a revolution, and a traditional marketing budget is no longer sufficient for firms looking for high growth opportunities.

In the debut of the 2015 Marketing Budget Benchmark Study, Hinge Marketing and the Association for Accounting Marketing conducted a brand new research study to better understand accounting firms’ marketing spending and organic firm growth. Last year’s benchmark study revealed striking differences in how high and low-growth accounting firms both allocate and spend their marketing budgets. We expect that the updated study in 2015 will uncover more meaningful insights for accounting firms. In this presentation, we’ll share findings from this research on budgeting and accounting marketing.

Learning Objectives:

• Learn how high growth firms have repositioned their marketing dollars to drive organic growth and take away actionable tips to help your accounting firm build a better marketing budget.
• Learn the emerging trends that are shaping accounting marketing and how to develop forward-looking budgets for the future.
• Learn how your accounting firm’s marketing budget stacks up against firms of a similar size and geographic location.
• Learn how to use this research to build support among your leadership team.

Key Takeaways:
- Recommendations for how accounting firms can reallocate their marketing budgets to capitalize on the findings of our research.
- How to use this research to build support among your leadership team.
- The emerging trends that are shaping accounting marketing and how to develop forward-looking budgets for the future.

Branding Magic

*Stephen White, Greenfield Belser*

(MC)

How can you make your firm stand out in a crowded marketplace? One of the reasons we love AAM and AAM-MAAs is that it is a great way to learn from our peers. Join past AAM Award winners will share insights from their branding campaigns. Find out how they got everyone onboard with the brand campaign, ROI and what they are up to next.

1:30pm - 2:45pm

Concurrent Sessions

Standing Out From the Crowd: Proposal and Pursuit Best Practices

*Mike King, Plante Moran*

(BD)

The presentation will discuss the fundamental principles of proposal management and industry best practices.

Topics will include:
1) Key questions to ask, both internally and externally
2) Win themes and messaging
3) True differentiators vs. LMO (like many others)
4) Project management with internal clients
5) Technology tools

What's Your ROI?

*Sarah Johnson Dobek, Inovatus Consulting*

(GS)

Many firms are actively involved in marketing, but most aren't measuring it. Being able to see where you are doing well and were you
could improve are keys to driving positive growth in your firm. We will show you how to measure some of the most common professional service marketing activities - like web, social media, sales, communications, client loyalty and more. We will also show you how to create a dashboard and how to interpret some of the data.

**Content Schlock: Personalizing Marketing Information for Short Attention Spans**

*Rachel Gold, Ingenuity Marketing*

You've got five seconds. Wow us or we're gone. The amount of content an average person wades through each day is staggering. Getting your information to register with prospective clients, clients and referrals (let alone act on it) seems almost impossible. Inspired by Mark Schaefer's virally famous marketing term, “content shock,” this interactive session will give you ideas to personalize and present your content to get noticed and get action. Get past the “schlock” and create relevant content in the right channels — or why do it?

This session will:
- Examine today's content shock as experienced by every person who might buy your services
- Identify new methods to personalize and place content that gets noticed and acted upon
- Discuss schlocky content that is a waste of time and energy

Attendees will take away hot content techniques for 2015; tips to personalize the communications experience for prospects, clients and referrals; and tracking methods to ensure your content is getting results.

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<tr>
<th>2:55pm - 4:10pm</th>
<th>Maximizing Your CRM Investment</th>
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<td><strong>Concurrent Sessions</strong></td>
<td><em>Jeff Antaya, Plante Moran</em></td>
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<td><em>BD</em></td>
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<td>This interactive panel session will take a look at how firms can maximize their investment in a CRM. Topics will include:</td>
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<td>• Who are the user groups in a CPA Firm and what do they need?</td>
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<td>• Data integrity/ cleansing</td>
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<td>• Benefits for the average line partner to put data into the system</td>
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<td>• How CRM ties into your digital marketing arsenal</td>
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<td>• How CRM compliments or competes with other firm wide systems</td>
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<td>• How to measure the ROI of your CRM investment</td>
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**Ecosystem of M&A: Mergers & Acquisitions — A Panel Discussion**

*Sally Glick, Sobel & Co.*

*GS*

M&A continues to dominate the growth story of the accounting industry. Join an interactive panel to discuss the strategic and tactical
AAM Summit 2015

marketing issues surrounding mergers and acquisitions.

Topics include:

- Changing team dynamics
- Managing shared referral sources/COIs
- Picking a merger partner
- Going from one to multiple offices
- Entering new markets
- Crafting messaging
- The after effect of turnover
- Mining your data to uncover opportunities
- Bringing systems together.

Accounting Today's Top 135 Firms: Website Audit Survey Findings

Jonathan Ebenstein and Bob Goricki, Skoda Minotti
(MC)

Blogging. Social media. Marketing automation. Responsive design. The list of the latest website “must-haves” goes on and on. While many of these elements can contribute to turning your website into a lean, mean, lead generating machine, we wanted to find out: What tactics are the top CPA sites in the industry actually implementing? Who’s using these website elements, and more importantly, is it leading to an increase in traffic?

We took an in-depth look at the websites of the top 135 firms in the country and measured more than a dozen different factors and features, including:

- Overall Traffic Rank
- Number of Indexed Pages
- Number and Quality of Inbound Links
- Facebook Fans/Twitter Followers
- Responsive Design
- Blog Implementation
- Premium Content/Lead Generation
- Marketing Automation Implementation
- Video/Audio
- E-mail Marketing Programs

Did you know that more than 64% of the top CPA firms are blogging? Are you? Insights such as these will make it abundantly clear if your firm’s website is ahead of the curve, behind the curve or off the graph entirely.
Attend and be among the first to receive the complete results of the survey.

**4:40pm - 5:30pm**

**Concurrent Sessions**

**Integrating Telemarketing Into Your Acquisition Strategy**

*Kathy McRea, KKMb2b (BD)*

Post-acquisition, your front line of sales will face predictable questions from both existing clients and targets. The telemarketing team is unmatched in its ability to quickly reach clients and targets and deliver information on a personal level. Integrating them into your strategy can quickly remove market confusion, stabilize and accelerate growth momentum, and solidify the new brand image.

**Turbocharge Your Growth By Building Your Own Rainmakers**

*Art Kuesel, Kuesel Consulting (GS)*

Growth for many firms is not sufficient to fulfill succession planning needs. And, dissecting the anemic growth numbers in some firms has them asking how can I drive more growth? What if they could build rainmakers from the ground up? Attend this session and learn how some firms have already begun to turbocharge their growth by building their own rainmakers. Attendees will learn about ten key strategies that can be implemented within firms that help the current professionals become more effective in business development. And attendees will walk away with practical ideas that can be applied in your firm immediately to produce results.

**Video Strategy to Break Through Your Marketing Barriers - Why the How-To's Are Not Enough for 2015**

*Sarah Cirelli, WithumSmith+Brown PC (MC)*

There's no secret that a top marketing trend has surfaced - video marketing. In 2015 - it's no longer enough to simply create video content. Now, professional service firms are faced with the ever-apparent hurdle of making content that is relevant, valuable and interesting (dare I even say entertaining) at the same time. Let's face it. We still want to read the books with the pictures. As more and more professionals catch on, content must also be unique and break through the noise to be successful.

Guess what? It can be done.

In this session, you will learn what goes into a unique and successful video marketing campaign from inception to execution. Brought to you by the "accounting firm gone viral," this energetic and creative session will leave you inspired to take your video marketing to the next level.
Wednesday, June 10

8:00am - 9:15am
Concurrent Sessions

**Winning the Women's Market**

*Dr. Anne Perschel, Germaine Consulting (BD)*

Women make up approximately 48% of current accounting graduates. Women are also earning the bulk of advanced degrees in many other professions and becoming decision makers your firm will want to influence. They are also starting their own businesses at a much greater rate than their male counterparts. These statistics translate to new business development opportunities and talent for your firm. Are you ready? Do you know how to attract and maintain gender diverse talent and clients? In this workshop you'll view your firm from the perspective of professional women who are potential clients and employees. You'll learn what you're doing well and what you need to do differently to win with both audiences. Attendees will learn why this market is important to your firm's growth, explore why your firm appeals, or doesn't appeal to women clients and employees, and learn three things your firm can do to win the women's market.

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**The Science Behind Star Performance**

*Jennifer Shirkani, Penumbra Group Inc (GS)*

Somewhere along the line, while climbing the corporate ladder or growing their own company, ego takes over and business owners and senior executives lose the Emotional Intelligence (EQ) that keeps them connected to their workforce and grounded in the day-to-day realities of their business. The risk of falling into "ego traps" increases, hurting the business and threatening their hard-won success. EQ refers to a skill set that includes an ability to recognize one's own impulses and moods (self-awareness), the ability to read situations accurately (empathy), and the capacity to respond appropriately depending on the situation (self-control). By contrast, ego is characterized by a high degree of self-absorption and exaggerated sense of self-importance. In other words, EQ and ego are mutually exclusive.

So, how can otherwise brilliant leaders keep from succumbing to self-sabotaging, ego-driven behaviors? This presentation defines and provides strategies for increasing Emotional Intelligence (EQ), particularly for executive "C-suite" leaders and company founders with high technical competence. The session explores the critical role Emotional Intelligence plays in business performance and provides the audience with practical tools for raising their own EQ—possibly the most important exercise an executive leader can do to ensure a prolonged career and catapult the business to the next level.
LinkedIn In Depth for Accountants and CPA Firms: Why LinkedIn Is Critical for Your Business Development, and How to Use it Professionally, Efficiently and Successfully

*Phil Nugent, J.D., M.B.A., NGC Strategic Marketing*

LinkedIn is truly an amazing tool, and yet it is underutilized by many who don’t understand how to properly and fully use all the functionality and resources it offers. The session will provide both the high-level strategy as to how users should approach LinkedIn, as well as the in-the-trenches tactics that most users don’t know, so that attendees can take full advantage of all the tools LinkedIn provides those who are serious about business development.

Session topics include:

- Discovering how to use all of LinkedIn’s available functionality, instead of just the 25-50% that they may be using today.
- Gaining a detailed, step-by-step guide to crafting a complete and compelling profile that will leverage LinkedIn’s Search algorithm to position their profile in front of many more people than before.
- Becoming more comfortable – and more successful – using LinkedIn because they will have learned best practices for customizing security and privacy settings, making the most of the Advanced Search capabilities, managing invitations and building a large network, and handling endorsements and recommendations.

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<tr>
<th>9:30am - 10:45am</th>
<th>AAM Business Meeting &amp; Closing Session: I’ll Take Marketing Technology for $1,000, Alex!</th>
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<tbody>
<tr>
<td>Concurrent Sessions</td>
<td><em>Jessica Levin, Seven Degrees Communications and Joe Rotella, Delphia Consulting, LLC</em></td>
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</tbody>
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A facilitated discussion and interactive session (presented partially in a game show format) where participants will learn about new technology tools to improve efficiency, take advantage of the latest marketing trends, and multitask at a maximum level. The group will also share their top tips so that attendees will leave with a few great ideas they can use back at their firms.