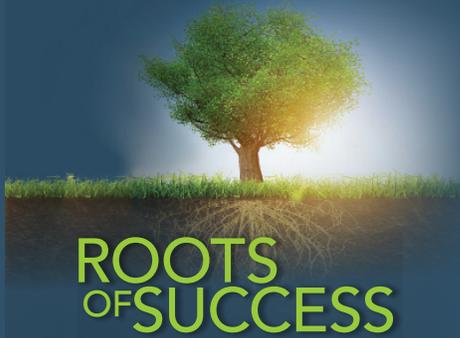


2015 AAM Summit

June 7–10, 2015
Walt Disney World
Dolphin Resort
Orlando, FL



Creating value for our clients and our firms means having the best, most current knowledge available. It also means picking and choosing wisely where we dedicate limited professional development resources. Attending the 2015 AAM Summit is a smart investment, delivering exceptional ROI that will benefit your entire firm in the coming year and beyond. Please consider sending a representative from your firm to be a part of this important event.

How the AAM Summit Adds Value for You and Your Firm

The AAM Summit adds value to your personal growth, as well as the future growth of your firm. The information below highlights key benefits of attending the Summit.

- **Information:** Programs are focused on timely topics directly related to current challenges and opportunities within the accounting profession. Gain relevant knowledge on key issues and create strategies that have a direct impact on your firm's bottom line.
- **Strategies:** Discover new strategies to grow your firm and hear innovative ideas from renowned speakers in the industry on topics such as client retention, business development and measuring ROI.
- **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 outside of Summit.
- **Fresh perspective and inspiration:** The AAM Summit is a great place to discover new ideas to put into action at your firm. Being surrounded with peers from across the country can help inspire new insights, leaving attendees invigorated and focused upon their return to the office.
- **Post-conference presentations:** Sharing all that was learned while at Summit allows the entire firm to take advantage of the new information and skills acquired through attendance.

AAM Summit is a Wise Investment

Continuing education is one of the most valuable investments your firm can make in its employees and the most tangible part of the AAM Summit. In addition to the lasting value of the networking opportunities of the Summit, program benefits include:

- **Tailored tracks:** Attendees may choose specific tracks tailored to their firm's individual market and positioning.
- **Cutting-edge topics:** Select sessions and topics that are of most interest to your firm and learn how to apply those techniques within the context of your firm.
- **Speaker interaction:** While attending Summit, attendees can have questions answered by leading experts in the industry.
- **Vendor contacts:** Attendees will have the opportunity to meet with key vendors all in one place – a very efficient use of time.

After the Summit

Your marketing team and your entire firm will benefit from the AAM Summit. Upon their return, Summit attendees will be able to schedule a meeting to:

- Share successes from colleagues and show how similar tactics can be implemented at your firm.
- Recommend new technologies to improve work flow or firm exposure to clientele.
- Put together a strategic plan that will reduce costs and increase revenue.
- Discuss how you can improve initiatives already in place.
- Volunteer to hold training sessions for staff on any new technologies or strategies being applied.

For more information or to register to attend, visit
<http://www.accountingmarketing.org>