



AICPA™

ENGAGE 2019

Association for Accounting Marketing Summit

June 9–13 | Las Vegas or attend online

AAM Sessions: June 11-13

AICPAENGAGE.com/CuratedAAM



Association for
**Accounting
Marketing**
growing people and practices



Here to help

Reach your goals faster with one of our AICPA ENGAGE curated agendas!

AICPA ENGAGE – Explore agendas expertly curated to deliver a personalized learning experience for you and your firm.

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Our AICPA ENGAGE personality quiz will match you to sessions that are right for you!

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360⁺
AICPA ENGAGE
Sessions

300⁺
AICPA ENGAGE
Speakers

The Metrics Detective

- Job titles: Marketing Specialist, Digital Communication Analyst
- Level: Junior



Your goals

- Tell everyone I know about “Start With Why.”
- Uncover the numbers behind successful and not-so-successful marketing campaigns.
- Contribute my insights to shape campaign priorities and initiatives.

Your essential sessions

Content for Conversion AAM1905

Christine Nelson

Driving Event Attendance AAM1910

Ronelle Sellers

Communication On Point: Successful Strategies for Paid Social Media Campaigns AAM1913

Melissa Harrison

8 Simple Techniques To Grow Your Business With Video Marketing AAM1915

Antoine Dupont

Google 2019: What You Need to Know AAM1923

Danielle Leitch

The Firm's Biggest Fan

- Job titles: Director of Business Development
- Level: Senior



Your goals

- Use my influence and my contacts to establish strategic partnerships for the firm.
- Hand-pick a team to shape business development.
- Drive a culture that embraces change.
- Refine my firm's elevator pitch to make deeper impressions.

Your essential sessions

Accountability and Consistency: Developing and Executing on an Internal Sales Process AAM1906

Dwan Howard

Marketing and Sales: Two Disciplines, One Process AAM1909

D. Scott Moore

Negotiate to Win AAM1912

John Meislahn

Communicating Value and Pricing to Clients ENG1917

Michelle Golden

Marketing's Important Role in Building a CPA Firm's Consulting Practice AAM1916

Carrie Steffen

The Voice of the Firm

- Job titles: Marketing Director
- Level: Senior



Your goals

- Hand-pick a marketing team and grow my department.
- Research new platforms to distribute firm content and expertise.
- Oversee a content calendar that keeps the brand top of mind for clients.

Your essential sessions

Uncovering Unconscious Bias ENG1909

Lindsay Stevenson, CPA, CGMA | Rebekah Brown, CPA

Rise of the AI Marketing Machine - Driving Growth in Accounting Firms AAM1911

Becky Livingston

Building an Optimal Customer Experience and Effective Customer Journeys AAM1914

Cheryl Wipper | Peg McIntyre

Engaging NextGen Clients ENG1920

Jennifer Wilson

Inclusion as a Brand Advantage AAM1924

Joanne Cleaver

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Register by May 1
to **save \$100.**



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