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CONFERENCE

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Sep. 30, 2013

The Advisory Board has announced a partnership with the Association for Accounting Marketing to bring Executive Level Marketing content to the Winning-is-Everything Conference in 2014. The Advisory Board is a partnership of esteemed accounting firm consultants offering strategic management, marketing, technology and organizational consulting services.

The 2014 Winning-is-Everything Conference will include executive level sessions targeted to those with 10 plus years marketing experience in the accounting profession. Session topics include Data and Market Intelligence, Aligning Sales and Marketing to Fuel Growth, Strategically Building Your Marketing Department and The Mind of the Buyer/Voice of the Client.

“Managing a CPA firm is not done in a vacuum. Marketing is a vital component of accounting firm growth.” said Lisa Benson, COO of The Advisory Board. “Successful firms are constantly working to strengthen the cohesion of their C-suite. Partnering with AAM and adding new content to Winning-is-Everything, offers firm leadership teams a conference option to truly cover all areas of practice management.”

The Winning-is-Everything conference is scheduled for Jan 15-17, 2014, at the Aria Resort and Casino in Las Vegas. Discounted pricing is offered to AAM members and their guests.

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