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provide executive-level marketing sessions at the 2015 Winning is Everything Conference. The sessions are designed to ...

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The Advisory Board, an accounting firm management consulting group, is again partnering with the Association for Accounting Marketing to provide executive-level marketing sessions at the 2015 [Winning is Everything Conference](#). The sessions are designed to meet the educational needs of marketers with 10 or more years of experience in the accounting profession.

Jeannette Schwartz, Executive Director at The Advisory Board comments, “Winning is Everything is a practice management symposium. We knew that incorporating AAM’s marketing element would be a great way to broaden the scope of our dialogue and create new relevancy. Practice management and practice development are intimately tied to one another. Yet there is rarely a forum in which the two come together to discuss their mutual concerns. This will help organizations hone their focus and drive their missions in new and innovative ways.”

A taskforce consisting of some of the most experienced and respected marketers in

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Winning is Everything will take place January 28-30 in Las Vegas at the Aria hotel and casino.

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