

The American Institute of CPAs (AICPA) and the Association for Accounting Marketing (AAM) joined forces for the first time this year to offer the AICPA Practitioners Symposium, TECH+ Conference and AAM Summit. All three events offered a very unique learning experience. The theme was “Succeeding in Today’s Topsy Turvey World” and was held in Las Vegas, Nevada. The intensive three day event addressed growth opportunities, new accounting, audit and tax changes, mobile and cloud based technologies. The 150+ expertly developed sessions provided by nationally recognized speakers featured the most up to date content. The AAM Summit sessions were selected with accounting marketing in mind, focusing on marketing fundamentals, digital marketing and business development. The sessions for the Practitioners Symposium were selected to give the practitioner a complete update on accounting, auditing, tax and practice management topics. The sessions for TECH+ were selected to give the technology practitioner, the consultant and the IT professional a well-rounded view of what is important to know today and what is on the horizon. The conference was attended by 1600 professionals.

Jill Lock, Director of Marketing at Isdamer & Company, was the presenter at the session “The Effective Marketer: Leverage Limited Resources Efficiently with Maximum Impact on a Shoestring Budget”. She spoke about strategies and tools that are most effective and offer the best results when you have a small budget and have big ideas. Patience, persistence and perseverance are important qualities to possess when implementing marketing programs. Over 50 people attended this session.

A reporting representing Accounting Tomorrow tweeted about her presentation www.twitter.com/ATomorrow/statuses/212636950543351808