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FOR IMMEDIATE RELEASE

AAM Offers Free Webinar: *The Economic Crisis - Threat or Opportunity for Professional Services Firms?*

Kansas City, MO – October 22, 2008 – The Association for Accounting Marketing (AAM) is offering a free, one-hour webinar to address the current economic crisis, its effects on accounting firms and how savvy marketers can take advantage of the opportunities it presents. ***The Economic Crisis - Threat or Opportunity for Professional Services Firms?*** will be led by Paul Gladen, founder and president of Muzeview, LLC, and will be held Thursday, October 30, 2008 at 2:00 p.m. eastern.

Financial turmoil is affecting every industry, particularly with the current credit freeze, and all clients need information and assistance in making solid decisions to ensure their long-range success. In the current economic climate, it is crucial for professional service firms to prove their worth as the proactive business advisors and open lines of communication with their clients. Not only is it a top-notch client service practice, but it also serves firms' need for improving client retention in an environment where many businesses are looking to cut costs and may be willing to investigate what other firms have to offer them. How can firms be proactive and turn the crisis into a marketing opportunity?

Paul Gladen of Muzeview, LLC, a competitive intelligence and research firm, will share the results of their recent study, "*The Economic Crisis - Threat or Opportunity for Professional Services Firms?*," detailing the ways in which 120 leading professional service firms have been responding to the crisis through marketing communications and thought leadership.

Key findings from the report include:

- Firm outputs increased eight-fold from the first week of September to the second week of October.
- Law firms were dominant, accounting for nearly 50 percent of the output in the immediate aftermath of the crisis.
- Numerous advisory opportunities are being created by the economic crisis and the government's response in areas such as regulation, litigation, strategy, M&A and workforce issues.
- While financial services was the industry most frequently addressed, accounting for 49 percent of outputs, firms are beginning to explore the implications of frozen credit and recessionary outlook for other industries.

Learn how to take advantage of opportunities and proactively serve clients using a nine-step process developed by Muzeview, as well as share tips developed from the results for communicating to clients in this crisis.

To register, or to learn more, visit

<https://www.my-registration.com/registration/attendee.asp?EID=2254457232> . Contact the Association for additional information at 816.221.1296 or visit us on the Web at www.accountingmarketing.org.

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About AAM

The Association of Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The 875 members are comprised of marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers.