

## AAM 2022 Committees

Each committee meets one-hour per month except for the conference committees, which meet more frequently. The time commitment for each committee is different and is based on the projects and tasks being performed by the committee. To learn more about joining a committee, contact [info@accountingmarketing.org](mailto:info@accountingmarketing.org).

### Summit Conference Committee

The conference committee is responsible for the most significant educational, networking and partnership event in the AAM calendar year – the annual AAM Summit. Beginning nine months in advance, the co-chairs and subcommittees begin planning for the annual awards, speaker, and content structures, and facilitated networking for Summit attendees, including AAM members and exhibitors, as well as the development of a highly valuable conference experience. The liaison for the conference committee is the Board vice president (as stated in the AAM by-laws). The conference committee is supported by a meeting planner and AAM headquarters for operational processes. There are three subcommittees within the conference committee, including Content, Networking, and Marketing.

**Content Subcommittee:** Responsibilities include identifying current and relevant topics, review call for content submissions, setting the conference agenda, finding subject matter experts to fill speaker slots, and develops the general and breakout educational components of the conference. This group also works with the conference planner on the sponsor/exhibit package to identify new vendor and sponsor targets.

**Networking Subcommittee:** Networking with fellow AAM members and Summit attendees is of paramount importance to our members. This group identifies ways to bring members and sponsors together to encourage networking during the conference. Networking typically involves an awards ceremony, social groups, dine and connect, CSR activity, and more.

**Marketing Subcommittee:** The success of the conference rests on getting attendees, sponsors, and exhibitors. This group looks at how to market and promote the conference and puts together a marketing plan to help support its overall success. Activities include website content, social media posts, email campaign and more. This subcommittee is looking for volunteers with strong writing, graphic design, and video editing skills.

### Emerge Conference Committee

The Emerge conference committee is responsible for AAM's one-day virtual conference including content development, soliciting subject matter experts, design work and event marketing as well as the overall development of a highly valuable conference experience. The

liaison for the conference committee is the Board vice president (as stated in the AAM by-laws). The conference committee is supported by a meeting planner and AAM headquarters for operational processes. Committee members will need to be available for bi-weekly, one-hour meetings from June through October.

### **AAM Minute Committee**

The AAM e-newsletter (The AAM Minute) is a monthly digital publication designed to educate members by providing timely, relevant content to accounting marketers in all stages of their careers, from beginners to seasoned marketers. The newsletter includes in-depth marketing and business development articles aligned with AAM's editorial calendar, resources related to the monthly topic, and member profiles.

The AAM Minute is looking for volunteers with creative writing skills and sharp editorial abilities. Volunteers need to possess a willingness to participate in monthly brainstorming sessions, share ideas, and collaborate with other accounting marketers on their experiences. The commitment is a one-hour call a month to discuss topics and assign articles as well as share ideas and best practices. Committee members are expected to contribute 3-5 articles a year.

### **Business Development Committee**

The Business Development Committee develops programming and content for AAM's business development community to share best practices, learn about latest industry trends and build skills. This committee is looking for individuals who are senior level business developers to assist with developing roundtable topics and other educational programming, as well as to be a Subject Matter Expert (SME) and facilitator.

### **Finance Committee**

The current treasurer of AAM is automatically a member of this committee as dictated by the bylaws. This group will make recommendations to the board regarding the AAM financial landscape, including potential investment policies and auditor rotation and selection.

### **Growth Strategies Committee**

The Growth Strategies e-magazine is the premier publication of the association. The quarterly thought leadership journal is editorially engaging and crafted to provide marketing, business development, and practice management professionals insight on trending topics and best practices. It contains originally reported and written content by committee members focused on the accounting and accounting marketing profession. As the only publication solely focused on accounting firm growth, the audience is marketing related and firmwide with a mix of partner voices to bridge the gap.

This committee seeks volunteers skilled in long-form reporting from multiple sources for anchor focus pieces and Q&A formats. Copy editors and proofreaders are highly encouraged to join us!

## **Member Growth Committee**

The Member Growth Committee provides leadership and innovation in recruiting and retaining members and measuring member satisfaction each year. It is this committee's mission to grow the membership, on-board new members with creative and informative bi-monthly new member calls, and consistently increase member retention and member value by brainstorming fresh ideas to engage members. The committee works closely with headquarters to develop, test, and deliver member engagement programs, including the development of new materials and valuable tools and resources for our members. This will include identifying target audiences, creating segmented messaging, graphic themes, promotions, and member satisfaction.

This committee is looking for individuals with digital marketing, content creation and client experience that can be translated to AAM members to assist with retention and engagement.

## **Virtual Education Committee**

The Virtual Education Committee (VEC) is responsible for developing and producing a highly valuable virtual education program for AAM members, leveraging conference content for members unable to attend, sharing member-to-member best practices via virtual education sessions, and creating opportunities for AAM affiliate members to educate and engage our members. The VEC currently delivers 10-12 webinars a year on relevant topics and pressing issues in the industry for marketers and business developers. The VEC is also responsible for Virtual Campfires, which are held monthly.

The committee is looking for volunteers who enjoy developing virtual learning presentations including identifying relevant topics and speakers, as well as is skilled in project management and writing.

## **Social Media Committee**

This committee is tasked with setting procedures and processes for the association's social media strategy. It handles all posts to the association's social media sites and works with other committees to ensure the association's messaging is consistent and reaching its target audience. The committee also manages all paid social media campaigns.

This committee is looking for individuals with a strong background in social media, specifically Instagram.

## **Strategic Communications Committee**

The Strategic Communications Committee helps achieve organizational goals by increasing positive perceptions of AAM among strategically important audiences. By delivering targeted, intentional messages, the committee builds and maintains relationships with current and prospective members, industry partners, media, and other stakeholders. The end results of the committee's work include new memberships, increased loyalty by current members, more business opportunities and partnerships, and a reputable brand identity in the accounting profession. This committee also supports other AAM committees and engages external audiences to shape the association's growth in a direction consistent with the board of directors' vision.

At this time, the committee seeks those with a public relations background, as well as graphic designers with intermediate to advanced graphic design skills in InDesign, Illustrator, Photoshop.

### **Website Committee**

The website, AAM Connect (our members-only section), and CPA Growth Trends (our blog) are key communication, education, and sales tools for the association. The website committee ensures that the AAM website and AAM Connect are up-to-date and running smoothly. They are responsible for developing pages, updating content on pages, monitoring analytics, and launching new areas. The committee manages site content, usability, awareness, conversions, and policies for both the public site and the members-only section.

A subcommittee manages AAM's blog, CPA Growth Trends, including sourcing, posting, and ensuring quality content as well as develops and executes SEO strategy for the blog in line with AAM's goals and objectives.

Both the committee and the subcommittee are looking for volunteers comfortable with CMS, HTML, SEO, and/or analytics, as well as enjoys writing blog articles.

### **Podcast Committee**

AAMplify! is the Association for Accounting Marketing's podcast series dedicated to providing professional marketers, business developers and firm leaders with insight into tactics and initiatives that will drive ongoing firm growth. This committee is responsible for the production and promotion of podcast episodes, which includes identifying topics, securing guests, moderating discussions, and maximizing podcast reach.

This committee is looking for volunteers with podcasting production experience, interviewing skills and marketing strategy.

### **DEI Committee**

The DEI Committee works in support of the action stated in AAM's DEI statement. This committee is responsible for creating educational programming and content as well as services and best practices that will help members not only do their own internal work around diversity, but provide ways to continue to address DEI in their own firms. This committee seeks thoughtful, engaged contributors to participate in the committee's important work surrounding DEI.

This committee seeks those passionate about DEI and developing educational programs and services around it.

### **\*New Committee - Data Analytics Committee**

AAM's new Data Analytics Committee will identify, collect, organize, and analyze key data points to aid the association in its decision making. The committee will focus on data collection and analytics to uncover member and operational insights, analyze data sources and propose solutions, and provide data-driven decision support, as well as create dashboards for tracking and reporting.

This committee is looking for volunteers with data analytics experience or is interested in learning more about data analytics.