

AAM Circle Descriptions

Advanced – BD: Marketers who are more advanced/senior in their careers with an interest or focus on business development.

Advanced – BD – CX: Marketers who are more advanced/senior in their careers with an interest or focus on business development and client experience.

Advanced – BD – Dept of 1: Marketers in departments of 1 who are more advanced/senior in their careers with an interest or focus on business development.

Advanced – Comms: Marketers who are more advanced/senior in their careers with an interest or focus on internal and external communication.

Advanced – Dept of 1: Marketers who are more advanced/senior in their careers who serve in departments of 1.

Advanced – Digital – CX: Marketers who are more advanced/senior in their careers with an interest or focus on digital marketing and client experience.

Advanced – General: Marketers who are more advanced/senior in their careers with a focus on all aspects of marketing in their firms/aren't focused solely on one area.

Beginner – General: Newer accounting marketers looking to get to know the industry and other accounting marketers, while covering a variety of topics. This Circle is led by an experienced accounting marketer.

Beginner – BD: Newer accounting marketers with an interest or specialization in business development.

Beginner – Comms: Newer accounting marketers with an interest or specialization in internal and external communication.

Canada: A geography-specific group of marketers in Canada.

Comms – BD: Marketers with an interest in internal and external communication and business development.

Consultants: A group for accounting marketing consultants who serve firms but aren't in-house marketers.

CX: A group of marketers who have an interest or focus on client experience.

DEI: Marketers with an interest in either bringing or enhancing a Diversity, Equity, and Inclusion (DEI) program at their firm.

Digital Marketing Managers: Marketing managers that have an interest or specialization in digital marketing.

Hubspot – Tech-Innovation: Marketers with an interest in technology and innovation, who specifically use the Hubspot platform.

Innovation and Driving Positive Change: Individuals who want to move their firm forward with purpose and be seen as innovative leaders in the accounting industry and within their firm. Discussion topics will include, but not be limited to: new services, the shift to the consulting model, recruiting, sustainability, driving culture, and tech stacks.

Introhive Users: Marketers who specifically use Introhive

Leadership and Career Development: If you are in your first year in the profession, or an experienced marketer, have you ever wondered what is the next step in your career? It can sometimes be challenging to see when there is not a set path. The Leadership and Career Development Circle will focus on the journey to leadership within your firm. Topics will include marketing best practices, how to get a seat at the leadership table, firm initiatives to be a difference-maker, identifying firm advocates, and how to create your own road if there is not already one paved. Come prepared to share your story to help others write theirs.

Major Firms: Any large firm member of AAM with \$60M+ in revenue.

Manager – BD: Marketing managers with a focus or interest on business development.

Manager – Comms: Marketing managers with a focus or interest on internal and external communication.

Manager – Dept of 1 - 11M+: Marketing managers that serve in departments of 1 in firms with \$1- \$11M+ in revenue.

Manager – Digital – 11-30M: Marketing managers that have an interest or specialization in digital marketing in firms with \$11-30M in revenue.

Public Speaking/Presenting: Presentations to Partners, leading lunch-n-learns, speaking on industry panels and keynotes, even training staff in public speaking: the modern accounting firm marketer is increasingly a public speaker. Come join a group of fellow marketers working to improve their public speaking and presentations skills - along with their firms'. We meet monthly to share learnings and tips from past speaking engagements, help each other on upcoming presentations, and learn from public speaking experts.