

## **AAM Circle Descriptions**

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

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

**Advanced – General:** This circle is for AAM members who have 10+ years of experience, and are likely at the senior executive level within their firms or office location. Meeting on the 4th Thursday of the month at 10:00 am Central, the group discusses a wide range of topics.

**AI:** With AI rapidly changing the marketing landscape, it's important to keep pace with this important tool. Members of this circle will meet regularly to discuss the multiple impacts and uses cases of AI as this technology continues to evolve.

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

**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-Mid Level General Marketing:** This is an open forum, freeform style and collaborative Circle! We discuss a wide range of topics, such as: CRM, emerging technology trends (AI anyone??), content development, social media, client experience and more. Our goal is to be a sounding board for each other and create an open environment to discuss our current challenges, new initiatives, etc. Our Circle is most geared towards those with 1-4 years of accounting marketing experience.

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

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

**Communications Compadres:** Insightful conversations with communications colleagues about our challenges, accomplishments and everything in between

**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 brining or enhancing a Diversity, Equity, and Inclusion (DEI) program at their firm.

**Digital Marketing Managers:** The Digital Marketing Managers circle covers an array of digital

marketing topics, including SEO, social media, content marketing, email marketing, video, and advertising. We dive into other topics as well, such as traditional marketing, HR, consulting services, and the general happenings within our firms. The group meets the fourth Thursday of each month from 3-4 p.m. EST.

**Experienced Communications Leaders:** Marketers who are more advanced/senior in their careers with an interest or focus on internal and external communication.

**Experienced, Large Firms Focused on BD:** Marketers who are more advanced/senior in their careers with an interest or focus on business development and client experience.

**Hubspot Circles:** The AAM HubSpot Circles are three small groups of AAM Members who are HubSpot users or looking to implement HubSpot soon. The members are from firms of all sizes with various levels of HubSpot knowledge. HubSpot Circles meet monthly to discuss accounting industry specific HubSpot best practices, share tips and tricks, collaborate on ideas and help colleagues solve challenges. The Circles share and explore a variety of topics generated from the group.

**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.

**Manager – Dept of 1 – up to \$15M:** Marketing managers/directors that serve in departments of 1 in firms generally ranging from \$5M to \$15M. Whether you are new to the industry or a seasoned veteran, we all wear many hats as a Dept of 1 and we all have a lot to learn from each other. Each month, we each bring one question to the group, a challenge, or a project we have coming up to get feedback from the group and to lean on each other's experience. Even if it's not your own question, we always seem to walk away learning something we didn't know we needed to know!

**Marketing Supreme Directorate:** Our team meets monthly to discuss relevant topics about marketing such as: career goals, proposal development, ChatGPT, Niches working for our firms, media relations, and onboarding new clients.

**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.