



2025 Summit Audio Recordings

Available now: recordings of selected sessions from the 2025 AAM Summit. Please note, keynotes and non-recordable sessions are excluded.

- [Level Workshop - Business Development] Transforming Business Development: LinkedIn Sales Navigator Strategies to Earn Client Relationships that Last
Speakers: Mark Jamnik & Mike Jones
- [Level Workshop - Intermediate] An Interactive Brand Storytelling Workshop
Speaker: Jed Morley
- [Level Workshop - Next Gen] Driving Marketing Results with Content
Speaker: Heather Tice
- [Micro Learning Case Study] Aligning Your Content Marketing Strategy to Firm Objectives
Speakers: Paul Boechler & Jamie Miller
- [Micro Learning Case Study] How Accounting Firms Can Finally Fix Their Proposal Problems
Speaker: Jennifer Faulkner
- [Micro Learning Case Study] Modernizing the CPA Firm Tech Stack: Leveraging CRM & Marketing Automation for Growth
Speaker: Chris DiPietro
- [Micro Learning Case Study] Personalization: Deliver the Right Content to the Right Visitor at the Right Time
Speaker: Brian McKeiver
- [Micro Learning Case Study] Unlocking Post-M&A Growth: Empowering Business Development and Marketing Teams Through Digital Transformation
Speakers: Adam Klein, Robert Lightman, Kristen Lollar, and Eric Majchrzak
- [Micro Learning] Optimize for AI: Your Guide to Getting Found in the New Search Era
Speaker: Brian Swanson
- [Workshop] Advanced Canva Hacks I Wish I Knew Sooner
Speaker: Becky Livingston
- [Workshop] Conquer 25 Years of Technology in the Next 12 Months
Speaker: Joy Youell
- [Workshop] Making the Business Case for Investing in Growth
Speaker: Alex Drost, CPA
- Breaking Barriers: Mastering Coaching in Business Development and Marketing
Speakers: Gary Kustis, Ph.D., and Cynthia Tonet-Stewart, M.S., M.S.Ed.

- Communicating Your Firm's Right-Shoring Leverage
Speakers: Cassandra Bae & Roger Martinez
- Creating Better Videos: Video Production for any Skill Level
Speakers: Sam Crist & Ryan McClain
- Creating Value While Selling in the Trenches with Partners
Speaker: Nikki Burgeson
- Elevating Client Experience with Meaningful Metrics
Speaker: Arianna Campbell
- Growth Hacking Your Firm: The Cross-Selling Playbook
Speakers: Sarah Cirelli & Eric Gregg
- Insights in Action: Leveraging Budget Trends for Success
Speakers: Stacy Dreher & Will Casserly
- Leveraging CRM and MAP Reports to Achieve Your Marketing Goals
Speaker: Wayne Larson
- Marketing to Scale Your CAS Practice from Main Street to Market Leader
Speakers: Colette Sharbaugh & Holly Shier
- Mastering Calendar Blocking
Speaker: Jason Blumer, CPA
- Mastering the Art of Strategic Questions: A Game-Changing Approach to Business Development
Speaker: Angel Morgan
- Navigating Resistance to Change
Speaker: Victoria Grady
- Navigating Vendor Relationships for Marketing Success and Firm Growth
Speakers: Beth More & David Toth
- The Growth Leader's Journey: Building Strategy, Trust, and Impact
Speakers: Lori Langholz & Evan Tierce
- Using Technology to Automate and Measure Live Event ROI
Speakers: Tiffany Orth & Kristen Petrel
- What's Inside Counts: Building Internal Alignment to Drive Performance
Speaker: Alice Grey Harrison
- Your Guide to Successful Audience Segmentation
Speaker: Cece Roeder