



virtual conference



growth THROUGH
realignment



Why Attend Emerge 2022: An Investment in YOU and your FIRM

An investment in your professional development is the smartest investment you can make. Today's rapidly evolving business landscape makes it imperative to stay ahead of the curve, which is why you don't want to miss AAM's virtual conference, Emerge. Attendance not only benefits your personal and professional growth, but also your firm's – now and in the future. This conference provides you with invaluable resources and the opportunity to collaborate with our network of marketing, business development, and growth strategists. The path to getting your attendance request approved begins below!

Benefits of Virtual

- **Cost savings** – No travel means big savings – on transportation, hotel, food and other incidentals.
- **Time savings** – Just turn your laptop on, sit back and enjoy timely and thought-provoking sessions from the comfort of your own set-up. This means less hassle and higher productivity.
- **Emerge everywhere** – literally, you can attend from any location.
- **Access to rich content** – Included in your registration is 24/7 access to all sessions and handouts.

Benefits to Your Firm

Growth through realignment

- Accounting firms must transform to survive, which includes not only first-hand merging and acquiring, but responding to the frenzy of M&A that is happening around you. Our Emerge content will provide insight into how you can position your firm for growth, market new services and differentiate your brand during the industry's changing landscape.

Cutting-edge content

- Emerge's sessions are focused on topics directly related to current challenges and opportunities in today's climate within the accounting profession. Gain relevant knowledge on key issues and create strategies having a direct impact on your firm's bottom line. Emerge has a lineup of renowned expert speakers.

Benefits to You

Networking and the AAM community

- You'll have the opportunity to meet professionals from firms of all sizes and varied locations, allowing you to exchange insight on how other firms are addressing current challenges, discuss best practices and new strategies, and build relationships that continue beyond the conference. Emerge is a great way to forge new partnerships, recruit future employees, and elevate the presence of your firm.

Fresh perspectives, inspiring ideas

- Emerge will not only spark inspiration, but also offers the opportunity to hear from and interact with industry experts from all over the country. Emerge offers a unique conference experience to reconnect with peers and discover new ideas and perspectives to take back to your firm.

Benefits to Your Firm and You

Competitive edge

- AAM is the premier resource for thought leadership, expertise, and education regarding firm growth for the accounting profession. In an increasingly competitive and demanding environment, creating value for our clients and firms requires having the best, most current knowledge available. It also means picking and choosing wisely where we dedicate limited professional development resources. Attending Emerge is a smart investment, delivering exceptional ROI that will benefit you and your firm for years to come.

[Register Now!](#)

Virtual Conference • November 4 • 11 am-4:30 pm EST