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**FOR IMMEDIATE RELEASE**

### **Association Executives Group Creates New Website for Association of Educational Therapists, Builds Unique Member Marketing Program**

**Oak Creek, WI, May 6, 2017** – Association Executives Group (AEG) announces that they have completed a new association website design for the Association of Educational Therapists (AET). AEG also worked with AET to redesign their website and the AET brand. The new site is built on the Joomla content management system. Previously their site was developed in an older HTML platform. AEG also redesigned the AET brand including their marketing materials, newsletter template, and publication design.

The company also developed a Member Marketing Program to assist Educational Therapists members in the marketing of their practices. The new program helps members of AET fulfill their marketing goals with professional, cost-effective brochures, websites, and direct marketing materials. The materials come loaded with targeted content that has been approved by AET that establishes members' professional reputation within the field of educational therapy, while building a consistent brand across members.

Association Executives Group, located in Oak Creek, Wisconsin, is a multi-disciplinary, woman-owned association management company in business in the

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local area for more than 30 years. The company's integrated approach provides local and national clients with cost-effective, full-service management services including event planning, financial/legal services, education and certification management, membership development, marketing support and complete web development and technology services. The agency has serviced clients in a wide range of industries including financial, education, health, security and more. To learn more about Association Executives Group, please visit <http://www.associationeg.com>.

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