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Dear SAM Professional,

The ultimate aim of a Strategic Account Manager is to reach Trusted Advisor status. This status is frequently reached if you FIRST bring growth and profitability to your strategic customer. Even more importantly, achieving Trusted Advisor status is the best way to gain a 'no bid situation.'

This is why the theme of the upcoming SAMA Pan-European Conference in Berlin, Germany, is so relevant and compelling. *Bringing Mutual Measured Strategic Value* is directly tied to bringing growth, and profitability is inevitably linked to bringing strategic value. But how do you significantly (strategically) impact your strategic customers' metrics with your value solutions?

- How does a jet engine manufacturer impact the mileage cost of its airline customers?
- How does an electrical equipment company impact the energy savings of its industrial customers?
- How does a major logistics company impact the on-time delivery and carbon footprint of its major customers?
- How does a financial services company impact the financial risk of its corporate customers? Or its insured corporate customers' operations?

Each strategic customer views value through its own prism of strategy, organizational priorities, business objectives and metrics. More and more world-class companies are bringing sustained, mutual measured strategic value to those most important customers. This conference will reveal best practices in the strategic account management process of mutual measured value creation while also examining the alignment of your own company's strategy, organizational capabilities and business performance for customer-specific solutions. This process creates trust, co-creation, innovation, loyalty, risk management solutions, sustainable growth and profitability.

I look forward to seeing you in Berlin!

Warm regards,



Bound 1. Juna



Bernard L. Quancard

President and CEO, Strategic Account Management Association

Michael Blach Vice President , Key Client Management Maersk Line

> Volkhard Bregulla VP Global Accounts Germany and Central Eastern Europe HP GmbH

> > Dennis Chapman President & CEO The Chapman Group

Joe Coffey Vice President Sales Baxter Healthcare

Dominique Côté European Regional Director, EURIT Pfizer Pharmaceutical

Barbara Desmond Account Management Platform Leader-Americas

Cushman & Wakefield

Jim Ford
Vice President of Strategic Accounts
Nalco

Stephanie Fuller
Director of Global Business Development
Office Depot BSD

John Gardner SVP - Global Strategic Accounts Emerson Process Management

Rosemary Heneghan
Director, International Sales Organization
IBM

Cameron Hyde
Corporate VP,
SVP Global Accounts Operations
Xerox

Chris Jensen SVP & Global Industry Head, Engineering & Manufacturing/Energy DHL Global Customer Solutions

Denise Lodrige-Kover Vice President - Global Strategic Account Management Hilton Worldwide

Jean-Philippe Machon
Executive Vice President,
Distributors & Installers Market Sector
Nexans

Bernard Quancard President & CEO SAMA Dr. Hajo Rapp SVP Account Management & Market Development Siemens

> Michael Stevens Senior Partner PMI

Dr. Kaj Storbacka
Professor of Marketing
University of
Aukland Business School

Phil Styrlund CEO The Summit Group

John Summers Vice President & GM, Life Sciences Johnson Controls, Inc.

Gary Summy
Director of Sales Development
Trane Commercial Systems

Huw Tippett Global Head of Commercialization Novartis Allen Tuthill

Senior Vice President, Strategic Sales & Business Development **Assurant Solutions**

Carrie Welles
Vice President, Global Customer
Management
Think! Inc.

Geoff Williams
Vice President Global
Enterprise Customers
Schneider Electric-SGBD
Chairman of the Board

SAMA Board of Directors

Advancing strategic customer-supplier value, collaboration and learning.



"It is hard to single out just one thing. The workshops were tremendous, satisfied the 'how to' issues I am facing ... and the social events allowed for excellent connections. Very powerful!"

"Very pragmatic with very high level speaker. One of the best courses ever."

"[I got] exposure to ideas and tools being used by other companies that I can immediately take back and apply at my own company."

"I appreciated the level of engagement of the speakers."

SAMA is the world's leading organization focusing on Strategic Account Management Knowledge Exchange. See what our attendees say they find valuable about SAMA Events:

"The presentations ... were very useful. Great presenters distributed real world information and did so in an interactive fashion that will leave a lasting impression."

"Meeting and networking with peers ... [plus the] sessions were a great learning experience with many takeaways to improve and enhance our SAM program."

"[SAMA Academy was] easy to understand and gave me some A-ha moments."

"Great panel discussions!"

"[SAMA Academy provided] good exchanges between the attendees and good interaction with the trainer."

Keynote Speakers

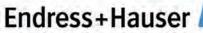
Monday, 11 March 8:30-9:30

Developing Strategic Customers Based on Strong Company Culture and Values



Michael Ziesemer Member of the Executive Board, Chief Operating Officer Endress+Hauser Group

As a privately owned company, Endress+Hauser has a strong culture based on the trustful interaction of customers, associates and owners. This culture is reflected in all aspects of the daily work – from very conservative financing with 70% equity, to the preference of organic growth over acquisitions. They are looking for long-term achievements and do not focus on the next quarterly results – they focus on the results for the next generation. The development of customers, and specifically of strategic accounts, was a prime source of growth for





People for Process Automation

Endress+Hauser while overall growth of the operation has already been above market growth throughout the past ten years.

Endress+Hauser is focused on process automation and instrumentation, employing 10,000 people. The company achieved revenues of 1.8B USD in 2011 with customers in the chemical industry, food and beverage, oil and gas and other process industries.

Michael Ziesemer is the COO of Endress+Hauser. His main focus is Sales, Service, Project and Solution business. His background includes a degree in telecommunication engineering. He started his career in R+D. He has worked for Endress+Hauser for 32 years in different senior management positions. In 2008 Michael Ziesemer was appointed COO of the company. He is vice president of the association of the German electrotechnical industry (ZVEI) and a board member of the German industry association (BDI).

Tuesday, 12 March 8:30-9:30

Joint Innovation—Uncovering and Discovering Future Value With Strategic Customers



Volkhard Bregulla
Vice President, Global Accounts
Germany and Central Eastern Europe
Hewlett-Packard GmbH



Paul Jeremaes
Director HP Innovation Centers
Hewlett-Packard



of the Board of an HP subsidiary. Mr. Bregulla has a bachelor's degree in electrical engineering and a business master's degree in finance and quantitative methods from Heriot-Watt University in Edinburgh, Scotland.

Paul Jeremaes is the Director of the HP Innovation Centers. He has been with HP since 1987 and has many years of industrial experience in both the computing and communications industries. His current focus is on managing and developing the HP Innovation Centers and other innovation hubs worldwide. These facilities along with their business innovation teams deliver services to client organizations, specializing in the manufacturing and distribution industries, communications, media and entertainment, public sector, and financial services industries. With their high-profile executive and governmental clients, the Innovation Centers have received widespread recognition for success in promoting and developing *Cool*-business ideas and the technology enablers to create business breakthroughs.

innovation centers and executive summits utilize a collaborative discovery process to identify synergistic capabilities and goals and in some instances drive the creation of business models. Volkhard will share how this is accomplished with key internal and external stakeholder, and further strengthens HP's global strategic customer relationships.

Since joining HP in 1985 from Siemens AG, **Volkhard Bregulla** has held a series of executive management positions in regional as well as global business units including multiple lines of business in the

Envisioning a joint future with strategic customers is an HP enterprise-

level program designed to foster creativity and innovation leading to

new avenues of mutual growth. Beyond product innovation, HP's

Since joining HP in 1985 from Siemens AG, **Volkhard Bregulla** has held a series of executive management positions in regional as well as global business units including multiple lines of business in the Consulting and Systems Integration organization of HP, responsibility for the telecommunication industry vertical and global services and technology R&D. Mr. Bregulla has extensive background in general management of international businesses and finance and has served on the Board of several of HP's equity investments and as Chairman

SAMA's member companies range from under \$100M to over \$100B in annual sales.

SAMA's 80 corporate member companies alone had combined turnover of more than \$2.28 TRILLION in 2011.

Wouldn't it be good to be noticed by their strategic sales forces?

Sponsorship at SAMA Conferences is an excellent source of brand awareness for your company.

Corporate Sponsorship

SAMA would like to thank our corporate sponsors:























If you would like information on sponsoring SAMA as a year-round corporate sponsor or at the SAMA Annual Conference and/or the SAMA Pan-European Conference, please contact Matt Fegley at 312-251-3131 Ext. 10.

Also, contact us for details on advertising in *Velocity*® magazine!

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Corporate Membership

In addition to unlimited membership benefits for every member of your company, corporate membership provides deeper discounts and distinct benefits for all of your constituencies.

Strategic Account Managers:

- SAM Assessment
- CSAM Certification
- SAMA University
- Resources including unlimited free webinar access

The SAM Program Office:

- · High-level benchmarking/networking
- A day with the SAMA CEO
- Program review
- Premium resources including the SAM Compensation Report and the Current Trends and Practices Research Report

L&D / Training / Sales Excellence:

- One free seat at the SAMA Global Conference in the US or the SAMA Pan-European Conference
- Resources that can be used in monthly / quarterly internal newsletters
- Benchmarking with sales excellence peers from other SAMA corporate member companies
- Access to the finest network of consultants, academics and subject matter experts in the world



3M Company Johnson Controls **ABB** Kone Abbott Laboratories Konecranes Accor Hospitality Konica Minolta Adecco Lutron **ADP** Maersk Line Agility Logistics MeadWestvaco Amgen Canada Medtronic Ashland, Inc. Microsoft Mold-Masters Assurant Autodesk Motorola* Nalco Avaya **BASF** Nexans Belden **Novartis** Bentley Systems Novozymes Boehringer Ingelheim Pall Corporation Pfizer Animal Health Cargill **CH Robinson** Pfizer Inc. Champion Technologies Pitney Bowes CoreLogic PolyOne Procter & Gamble Covidien Deloitte QAD DHL Qualcomm **Roche Diagnostics** Diebold Domtar Rockwell Automation* Elanco (Eli Lilly) Safety-Kleen **Emerson Process** Samsung Management Schneider Electric - SGBD Endress+Hauser Sherwin-Williams Freeman Siemens Gerresheimer AG SKF **GSA** Sonoco Hilton Worldwide Tyco International United States Postal Service Hyatt* Vestas **IBM** Xerox Ingersoll Rand / Trane* Yokogawa InterContinental Hotels Group Zurich Financial Services Group Invensys* Pending* John Deere

Johnson & Johnson

SAMA Conference TEAM program

"SAMA's corporate membership has worked very well for my entire enterprise - from the strategic account managers, to their managers and coaches, to the program leadership and our L&D leaders - how can I leverage the SAMA conference for all of my constituents?" The SAMA Pan-European Conference has something for everyone. Many members use SAMA conferences as an opportunity to co-locate their in-person SAM meeting for the year.

Here's how:

Executive Strategy:

- C-level attendees are encouraged to benchmark with each other.
- Information on executive sponsorship the role and responsibility of the executive sponsor can mean the difference between a world-class program and a program that struggles.

Program Leaders / Heads of SAM Programs:

- Sessions covering executive sponsorship, alignment, program design and other vital information will be impactful for your leadership.
- Benchmarking with the leaders of other top companies is invaluable.

Managers of SAMs:

• Successful coaches will want to be familiar with the best practices being shared with their account managers - all "F" and "A" sessions are appropriate for Managers of SAMs, as are the program design and management sessions.

Experienced SAMs / KAMs / GAMs:

• In addition to SAMA Academy sessions, items marked with an "A" logo A indicate sessions intended for senior-level SAMs with several years of experience managing strategic customer relationships.

Newer SAMs / KAMs / GAMs:

- SAMA is offering SAMA Academy sessions concurrently with SAMA Pan-European Conference programming for the first time ever in 2013!
- There are numerous skill-building and best-practice sessions for foundational strategic account managers. See the "F" logo, F which accompanies the essentials of strategic account management.

Learning and Development / HR / Sales Excellence:

- · See what information your SAMs and GAMs are receiving.
- Audit the sessions led by SAMA's solution providers to help you decide
 if a consulting firm should be hired for internal training or consulting.
- The fact that each corporate member is entitled to one free seat for a L&D / Training / HR / Sales Excellence executive means that your peers will be here the benchmarking will be rich.

"Our Global Sales Organization used the SAMA Conference to bring our non-U.S. SAMs and GAMs from 7 countries to gain significant insight, knowledge and cultural diversity. By every measure, the SAMA Conference was a resounding success."

Benefits of SAMA's Team Program (5 or more attendees from your company regardless of membership level) include:

- · Discounted pricing
- Free meeting space on site (first come, first served)
- Help in securing speakers, from the SAMA community, for your on-site meeting
- Reserved table at meals (if desired many of our attendees come to SAMA Conferences specifically to network with people outside their own teams)

Selecting Your Sessions

Each session at the conference is designed with a specific audience in mind, according to various factors and learning objectives, and is grouped within the following Attendee Focus Areas.

Depending upon your role and current priorities, you may select your sessions from within one focus area OR choose sessions across multiple focus areas. Note that individual sessions within a track may be geared for beginning or advanced SAMs, or new or mature SAM Organizations, as prescribed in the session listing. Classes are not restricted. Should you need help selecting your sessions, email sessionhelp@strategicaccounts.org.

Attendee Focus Areas



Executive Strategy & Decision-Making

Executive-level sessions are recommended for:

- Executives governing overall SAM strategy and/or operational decision-making
- Senior-level SAMs in key decision-making roles or on an executive career path

Sessions focus on the top future-facing issues and concerns of senior decision-makers and are conducted in interactive formats.



SAM Program Design, Structure & Management

New and Developing Program sessions are recommended for:

- Senior managers and executives engaged in planning, launching or managing a strategic accounts program/initiative
- SAMs seeking an understanding of the overall context and shift to a customer-centric culture

Sessions examine vital capabilities and enablers for developing and sustaining a strategic accounts organization.

Mature Program sessions are recommended for:

- Senior managers and executives seeking to continually improve and innovate their strategic/global accounts program
- Senior leaders wanting to benchmark SAM/GAM best practices

Sessions present next-level practices and examine key areas required for SAM excellence, led by seasoned executives.



Essentials of Strategic Account Management

- **Foundational SAM** sessions are recommended for:
- New and developing strategic account managers (SAMs)

 Advanced and executives who are new to SAM.
- Managers and executives who are new to SAM
- Professionals who develop and coach SAMs
 Sessions cover fundamentals of the SAM position, including the role, responsibilities, activities and behaviors essential to managing a strategic customer for optimal growth and profitability.



Advanced SAM sessions are recommended for:

- Senior-level SAMs with several years' experience managing strategic customers
- Managers and executives seeking to raise the level of SAM competency and performance

Sessions address the strategy and discipline of advanced SAM practices and facilitate the peer exchange of experience and insights in managing highly complex customers.

Conference Program Schedule

Visit the SAMA website for full session descriptions, the latest updates and a downloadable brochure at http://events.strategicaccounts.org/events/2013/pec

Day One: Sunday, 10 March 2013

| 14:00-19:30 | Registration & Check-In | | J. | | | | | | |
|-------------|--|---|--|--|---|--|--|--|--|
| 14:30-15:30 | Overview of SAMA Certification Program for CSAM (Certified Strategic Account Manager) | | | | | | | | |
| 16:00-18:00 | Academic Forum for Strategic Account Management Practitioners: Strategic Value Creation for Customers sponsored by SKF | | | | | | | | |
| 18:00-20:00 | Welcome Reception | | | | | | | | |
| | Day Two: Monday, 11 March 2013 | | | | | | | | |
| 07:00-17:30 | Registration & Check-In | | | | | | | | |
| 07:30-08:30 | Breakfast | | | | | | | | |
| 08:30-09:30 | General Session: Welcome | e and Keynote - Developing | Strategic Customers Based o | on Strong Company Culture | and Values | | | | |
| | Executive Strategy & Decision-Making | | am Design, Management | | of Strategic anagement | | | | |
| 10:00-11:30 | 1 Pricing and Negotiating for Value in Strategic Account Management | 5 Co-Creating Real Client Value at Compass Group | 9 Transformation to Value: An Organizational Journey | 13 What Can Marketing Do For Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process | 17 Developing the SAM Mindset | | | | |
| 11:30-12:00 | Networking Break | | | | | | | | |
| 12:00-13:00 | 2 Strengthening the Customer Relationship Through Reciprocal Executive Mentoring | 6 SAM and the Growth of Demand-Driven Service Businesses | 10 Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem | 14 Strategies to Overcome the Challenge of Global Pricing | 18 Maximizing Mutual Value through Effective Opportunity Prioritization | | | | |
| 13:00-14:30 | Lunch & Networking | | | | | | | | |
| 14:30-15:30 | 3 Up For Debate: Whether there are Significant Differences in SAM in Emerging vs. Developed Markets | 7 Creating Impact in Pharma with KAM | 11 Using the Customer Value Chain to Advance Beyond Commodity Status | 15 Improving Internal Leadership to Deliver Greater Value and Profit | 19 The 'Real' Role of an Executive in a SAM Account | | | | |
| 15:30-16:00 | Networking Break | | | | | | | | |
| 16:00-17:00 | 4 Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth | 8 Utilizing Strategic Alliances for Managing and Growing Strategic Accounts | 12 Creating and Selling Customer Value: the Strategic Account Manager's Role | 16 Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome | 20 Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning | | | | |
| 17:00-18:00 | Free Time | | | | | | | | |
| 18:00-19:00 | Cocktail Reception | | | | | | | | |
| 19:00-21:30 | Dinner | | | | | | | | |

Day Three: Tuesday, 12 March 2013

| 07:00-18:30 | Registration & Information Desk |
|-------------|--|
| 07:30-08:30 | Breakfast |
| 08:30-09:30 | General Session: Introduction & Keynote: Joint Innovation-Uncovering and Discovering Future Value With Strategic Customers |

| | Executive Strategy & Decision-Making | | | | of Strategic anagement |
|-------------|---|---|--|--|---|
| 10:00-11:30 | 1 Pricing and Negotiating for Value in Strategic Account Management | 5 Co-Creating Real Client Value at Compass Group | 9 Transformation to Value: An Organizational Journey | 13 What Can Marketing Do For Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process | 17 Developing the SAM Mindset |
| 11:30-12:00 | Networking Break | | | | |
| 12:00-13:00 | 4 Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth 8 Utilizing Strategic Alliances for Managing and Growing Strategic Accounts | | 12 Creating and Selling Customer Value: the Strategic Account Manager's Role | 16 Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome | 20 Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning |
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| 15:30-16:00 | Networking Break | | | | |
| 16:00-17:00 | 2 Strengthening the Customer Relationship Through Reciprocal Executive Mentoring | 6 SAM and the Growth of Demand-Driven Service Businesses | 10 Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem | 15 Improving Internal Leadership to Deliver Greater Value and Profit | 21 Winning Access to the CxO |

Conference Adjourns



More information online!

Visit the SAMA website for full session descriptions, the latest updates and a downloadable brochure at http://events.strategicaccounts.org/events/2013/pec

Sunday | 10 March 2013

14:30-15:30 Overview of SAMA Certification Program for CSAM (Certified Strategic Account Manager)

Recommended for anyone interested in SAM certification

Presenters: Bernard Quancard, President & CEO, SAMA

Elisabeth Cornell, *Chief Knowledge Officer, SAMA*Matt Fegley, *Chief Business Development Officer, SAMA*



16:00-18:00 Academic Forum for Strategic Account Management Practitioners Sponsored by Strategic Value Creation for Customers



Recommended for all attendees

Co-Hosts: Dr. George Yip, Professor of Management, China Europe International Business School

Vartan Vartanian, President, Industrial Market, Regional Sales & Service, SKF



Academic Presentations and Presenters:

Servitizing Products and Selling Value

Dr. Lynette Ryals, *Professor of Strategic Sales and Account Management, Director of the Demand Chain Management Community,* **Cranfield University School of Management**



Delivering Strategic Value with Solutions Business

Dr. Kaj Storbacka, Professor of Marketing, University of Auckland Business School



Offering Solutions Drives Profit? Yes, but...

Dr. Mario Rese, Professor, European School of Management and Technology

Monday 11 March 2013

08:30-09:30 General Session

Recommended for all attendees

Welcome and Opening Remarks

Bernard Quancard, President & CEO, SAMA

Keynote: Developing Strategic Customers Based on Strong Company Culture and Values Michael Ziesemer, Chief Operating Officer, *Endress+Hauser Group*



10:00-11:30 Monday | 11 March 2013

1 Pricing and Negotiating for Value in Strategic Account Management

El Recommended for C-Level and Senior Management Executives

Presenters: Dr. Andreas Hinterhuber, Partner, Hinterhuber & Partners

Dr. Stephan Liozu, President & CEO, *Ardex Americas*Rafael Farres, Head of Strategy & Pricing, *Agfa Graphics*Eathi Tlatli, President Clobal Automotive Sector **DH**

Fathi Tlatli, President Global Automotive Sector, DHL

HINTERHUBER & PARTNERS Strategy | Pricing | Leadership







Based on best-practice case studies and academic research, this panel session will focus on how companies can successfully implement value-based pricing and value-based negotiation processes.

5 Co-Creating Real Client Value at Compass Group

Recommended for all SAM Program Leaders and Executives

Presenters: Marco Retel, Strategic Account Management Director, Compass Group

Edmund Bradford, Director, Market2win Ltd.

COMPASS



In this session, we will serve up the Compass approach to driving value in client relationships and how it has been applied in different ways to uncover real value with some of the world's leading organizations.

9 Transformation to Value: An Organizational Journey

Recommended for all SAM Program Leaders and Executives

Presenters: Carolyn Wagner, Managing Director, DS Smith Packaging

Mike Moorman, Managing Principal, ZS Associates

DSSmith Packaging



This session will focus particularly on the transformation from transactional to value-based selling with strategic accounts and resulting impact.

13 What Can Marketing Do for Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process

A Recommended for advanced Strategic/Global Account Managers

Presenters: Stuart Allan, Strategic Account Director, Steria

Bev Burgess, Director, *The Capsicum Group* Lynda Chambers, Director, *The Capsicum Group* steria

thecapsicumgroup

Marketing has a key role to play in each step of the SAM process. This workshop will focus on the role the marketer can play, how they can add value on the path to understand, collaborate, create and quantify customer value.

17 Developing the SAM Mindset

Recommended for new and developing Strategic Account Managers

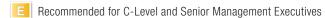
Presenter: Phil Styrlund, CEO, The Summit Group

This interactive session will focus on helping you develop and apply the optimal business mindset for the future global economy.

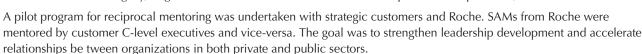


12:00-13:00 Monday | 11 March 2013

2 Strengthening the Customer Relationship Through Reciprocal Executive Mentoring



Presenter: Paul Castonguay, Regional Customer Value Leader - Western Europe Pharma Operations, Roche





6 SAM and the Growth of Demand-Driven Service Businesses (DHL)

P Recommended for SAM Program Leaders and Executives in Mature SAM/GAM Organizations

Deutsche Post DHL

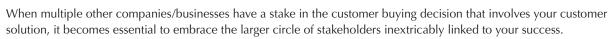
Presenter: Mark Gieben, Vice President & Regional Industry Director, DHL

Many manufacturing customer organizations are increasing the importance of their service business for growth globally. Service is now a differentiator in competitive markets.

10 Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem

Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

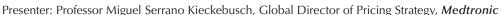
Presenter: Alfredo Morate, Vice President, Head Customer Excellence, Schindler





14 Strategies to Overcome the Challenge of Global Pricing

A Recommended for advanced Strategic/Global Account Managers



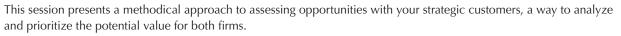


Rapid market consolidation is happening through key verticals (healthcare, energy, automotive, airlines). This puts a big challenge ahead of strategic account managers who are suddenly confronted with various country strategies converging on a global negotiation.

18 Maximizing Mutual Value through Effective Opportunity Prioritization

Recommended for new and developing Strategic Account Managers

Presenter: Robert Box, Partner, Mercuri International





14:30-15:30 Monday | 11 March 2013

3 Up For Debate: Whether There Are Significant Differences in Strategic Account Management in Emerging Markets Vs. Developed Markets



Recommended for C-Level and Senior Management Executives

Moderator: Dominique Côté, European Regional Director, EURIT, Pfizer

Roundtable Panelists: Martin Flurschuetz, Account Management Office and Siemens One, *Siemens Limited, China*Jacob Moe, Chief Commercial & Operations Officer, Africa and Middle East, *Damco*

Mario Rieth, Head of Global Account Operations, *Avaya* George Yip, Professor of Management, *China Europe International Business School*



No presentation slides allowed! This session is all roundtable discussion with topics initiated by the Moderator and debated by the panelists to present contrasting views and perspectives on the practice of strategic account management in emerging vs. developed markets.



7 Creating Impact in Pharma with KAM (Novartis)





Presenters: Jan Schluechter, Global Head of KAM, Customer Model Innovation and Channel Management, *Novartis Pharma AG*Kevin Simpson, Associate Director Global KAM, *Novartis Pharma AG*

Key account management continues to be one of the most discussed topics within Pharma. However, in this industry there is no shared opinion on what KAM actually is or proven examples on how to make KAM successful.

11 Using the Customer Value Chain to Advance Beyond Commodity Status



Deloitte.

Presenters: Marc Abels, Partner, Deloitte Consulting (Belgium)

Jeroen De Bock, Director Key Accounts - European & Global Accounts Department, Securitas

Securitas, as a leading security company, is facing increased industry commoditization in guarding services, which puts pressure on margins. Securitas will share how it turned around its customer's perception of its services as a commodity.



15 Improving Internal Leadership to Deliver Greater Value and Profit (IMI Nuclear)

Recommended for new and developing Strategic Account Managers





Value dissipates when poor internal management leads to inefficient execution of customer programs. All too frequently, managers bring strong functional expertise but lack skills for coordinating internal teams, resolving conflicts and raising performance.

19 The 'Real' Role of an Executive in a SAM Account

Recommended for new and developing Strategic Account Managers





Sometimes an executive is confused about their role, but oftentimes the SAM is more confused about how, where, and when to use an executive. This session will specifically spell out the do's and don'ts for how an executive can be leveraged in a strategic account.

16:00-17:00 Monday | 11 March 2013

4 Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth

Recommended for C-Level and Senior Management Executives

Presenters: Jean Philippe Machon, Executive VP Distributors & Installers Market Line, *Nexans*Christophe Lengereau, VP Marketing Europe, *Nexans*Jean Luc Hennes, Corporate Key Accounts Director, Distributors & Installers Market Line, *Nexans*



Working closely with selected channel partners, Nexans is successfully combining marketing strategies with KAM to achieve an effective "Push/Pull" approach with end customers.

8 Utilizing Strategic Alliances for Managing and Growing Strategic Accounts

P Recommended for SAM Program Leaders and Executives in Mature SAM/GAM Organizations

Presenter: Geoff Williams, Vice President Global Customers, Schneider Electric

Schneider Electric leverages its strategic supplier alliances to meet customer expectations and requirements, manage account complexity, and maximize mutual growth potential.

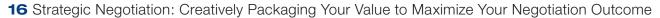


12 Creating and Selling Customer Value: the Strategic Account Manager's Role

Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

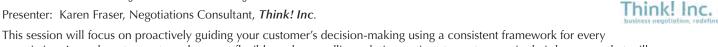
Presenter: Stephan Ackermann, Global Key Account Manager, Mettler-Toledo

This session is about how the Account Manager can make sure that he truly understands customer needs, how he can differentiate between "product" and "value" and how he can successfully communicate the "value" message to the customer.



FI A Recommended for all Strategic/Global Account Managers

Presenter: Karen Fraser, Negotiations Consultant, *Think! Inc.*



negotiation. Learn how to create and present flexible and compelling solution options to customers, in their language, that will distinguish your value and help you get paid for it.

20 Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning

Recommended for new and developing Strategic Account Managers

Presenter: Dennis J. Chapman Sr., President and CEO, The Chapman Group



METTLER TOLEDO

This session will speak to the value and process of gathering and interpreting critical facts and insights from strategic accounts. Examples will be provided utilizing these newly acquired knowledge points to develop and substantiate the strategic account plan and relevant account strategies and tactics (actions).

Tuesday | 12 March 2013

08:30-09:30 General Session

Recommended for all attendees

Welcome and Opening Remarks

Bernard Quancard, President & CEO, SAMA



Volkhard Bregulla, Vice President Global Accounts Germany and Central Eastern Europe, Hewlett-Packard GmbH

Paul Jeremaes, Director HP Innovation Centers, Hewlett-Packard





10:00-11:30 Tuesday | 12 March 2013

1 Pricing and Negotiating for Value in Strategic Account Management

Recommended for C-Level and Senior Management Executives

Presenters: Dr. Andreas Hinterhuber, Partner, Hinterhuber & Partners

Dr. Stephan Liozu, President & CEO, Ardex Americas Rafael Farres, Head of Strategy & Pricing, Agfa Graphics Fathi Tlatli, President Global Automotive Sector, DHL

Based on best-practice case studies and academic research, this panel session will focus on how companies can successfully implement value-based pricing and value-based negotiation processes.









5 Co-Creating Real Client Value at Compass Group



Presenters: Marco Retel, Strategic Account Management Director, Compass Group Edmund Bradford, Director, Market2win Ltd.

In this session, we will serve up the Compass approach to driving value in client relationships and how it has been applied in different ways to uncover real value with some of the world's leading organizations.





9 Transformation to Value: An Organizational Journey

P Recommended for all SAM Program Leaders and Executives

Presenters: Carolyn Wagner, Managing Director, DS Smith Packaging

Mike Moorman, Managing Principal, ZS Associates



ZS

This session will focus particularly on the transformation from transactional to value-based selling with strategic accounts and resulting impact.

13 What Can Marketing Do for Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process

A Recommended for advanced Strategic/Global Account Managers

Presenters: Stuart Allan, Strategic Account Director, Steria

Bev Burgess, Director, The Capsicum Group

Lynda Chambers, Director, The Capsicum Group



Marketing has a key role to play in each step of the SAM process. This workshop will focus on the role the marketer can play, how they can add value on the path to understand, collaborate, create and quantify customer value.

17 Developing the SAM Mindset

Recommended for new and developing Strategic Account Managers

Presenter: Phil Styrlund, CEO, The Summit Group



This interactive session will focus on helping you develop and apply the optimal business mindset for the future global economy.

12:00-13:00 Tuesday | 12 March 2013

4 Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth

Recommended for C-Level and Senior Management Executives

Presenters: Jean Philippe Machon, Executive VP Distributors & Installers Market Line, *Nexans*Christophe Lengereau, VP Marketing Europe, *Nexans*



Jean Luc Hennes, Corporate Key Accounts Director, Distribution & Installation Market Line, Nexans

Working closely with selected channel partners, Nexans is successfully combining marketing strategies with KAM to achieve an effective "Push/Pull" approach with end customers.

8 Utilizing Strategic Alliances for Managing and Growing Strategic Accounts

Recommended for SAM Program Leaders and Executives in Mature SAM/GAM Organizations

Presenter: Geoff Williams, Vice President Global Customers, Schneider Electric



Schneider Electric leverages its strategic supplier alliances to meet customer expectations and requirements, manage account complexity, and maximize mutual growth potential.

12 Creating and Selling Customer Value: the Strategic Account Manager's Role

P Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenter: Stephan Ackermann, Global Key Account Manager, Mettler-Toledo

This session is about how the account manager can make sure that he truly understands customer needs, how he can differentiate between "product" and "value" and how he can successfully communicate the "value" message to the customer.



16 Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome

Recommended for all Strategic/Global Account Managers

Presenter: Karen Fraser, Negotiations Consultant, Think! Inc.



This session will focus on proactively guiding your customer's decision-making using a consistent framework for every negotiation. Learn how to create and present flexible and compelling solution options to customers, in their language, that will distinguish your value and help you get paid for it.

20 Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning

Recommended for new and developing Strategic Account Managers

Presenter: Dennis J. Chapman Sr., President and CEO, The Chapman Group



This session will speak to the value and process of gathering and interpreting critical facts and insights from strategic accounts. Examples will be provided utilizing these newly acquired knowledge points to develop and substantiate the strategic account plan and relevant account strategies and tactics (actions).

14:30-15:30 Tuesday | 12 March 2013

3 Up For Debate: Whether There Are Significant Differences in Strategic Account Management in Emerging Markets Vs. Developed Markets

Recommended for C-Level and Senior Management Executives

Moderator: Dominique Côté, European Regional Director, EURIT, Pfizer

Roundtable Panelists:

Martin Flurschuetz, Account Management Office and Siemens One, *Siemens Limited, China* Jacob Moe, Chief Commercial & Operations Officer, Africa and Middle East, *Damco* Mario Rieth, Head of Global Account Operations, *Avaya*

George Yip, Professor of Management, China Europe International Business School



No presentation slides allowed! This session is a roundtable discussion with topics initiated by the moderator and debated by the panelists to present contrasting views and perspectives on the practice of strategic account management in emerging vs. developed markets.

7 Creating Impact in Pharma with KAM (Novartis)



Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenters: Jan Schluechter, Global Head of KAM, Customer Model Innovation and Channel Management, *Novartis Pharma AG*Kevin Simpson, Associate Director Global KAM, *Novartis Pharma AG*

Key account management continues to be one of the most discussed topics within Pharma. However, in this industry there is no shared opinion on what KAM actually is or proven examples on how to make KAM successful.

11 Using the Customer Value Chain to Advance Beyond Commodity Status



Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenters: Marc Abels, Partner, Deloitte Consulting (Belgium)

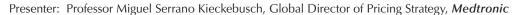
Jeroen De Bock, Director Key Accounts - European & Global Accounts Department, Securitas



Securitas, as a leading security company, is facing increased industry commoditization in guarding services, which puts pressure on margins. Securitas will share how it turned around its customer's perception of its services as a commodity.

14 Strategies to Overcome the Challenge of Global Pricing

A Recommended for advanced Strategic/Global Account Managers





Rapid market consolidation is happening through key verticals (healthcare, energy, automotive, airlines). This puts a big challenge ahead of strategic account managers who are suddenly confronted with various country strategies converging on a global negotiation.

18 Maximizing Mutual Value through Effective Opportunity Prioritization

F Recommended for new and developing Strategic Account Managers

Presenter: Robert Box, Partner, Mercuri International





16:00-17:00 Tuesday | 12 March 2013

Strengthening the Customer Relationship Through Reciprocal Executive Mentoring

Recommended for C-Level and Senior Management Executives

Presenter: Paul Castonguay, Regional Customer Value Leader - Western Europe Pharma Operations, Roche



Roche undertook a pilot program for reciprocal mentoring with its strategic customers. SAMs from Roche were mentored by customer C-level executives and vice versa. The goal was to strengthen leadership development and accelerate relationships between organizations in both private and public sectors.

6 SAM and the Growth of Demand-Driven Service Businesses (DHL)

P Recommended for SAM Program Leaders and Executives in Mature SAM/GAM Organizations

Deutsche Post DHL

Presenter: Mark Gieben, Vice President & Regional Industry Director, DHL

Many manufacturing customer organizations are increasing the importance of their service business for growth globally. Service is now a differentiator in competitive markets.

10 Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem

Recommended for SAM Program Leaders and Executives in New/Developing SAM Organizations

Presenter: Alfredo Morate, Vice President, Customer Excellence Program, Corporate Management, *Schindler*



When multiple other companies/businesses have a stake in the customer buying decision that involves your customer solution, it becomes essential to embrace the larger circle of stakeholders inextricably linked to your success.

15 Improving Internal Leadership to Deliver Greater Value and Profit (IMI Nuclear)

F Recommended for new and developing Strategic Account Managers

Presenters: Lorraine Wiseman, Senior Director Global Marketing and Business Development, *IMI Nuclear* Alistair Taylor, Director, *TaylorHoughton Limited*



Value dissipates when poor internal management leads to inefficient execution of customer programs. All too frequently managers bring strong functional expertise but lack skills for coordinating internal teams, resolving conflicts and raising performance.

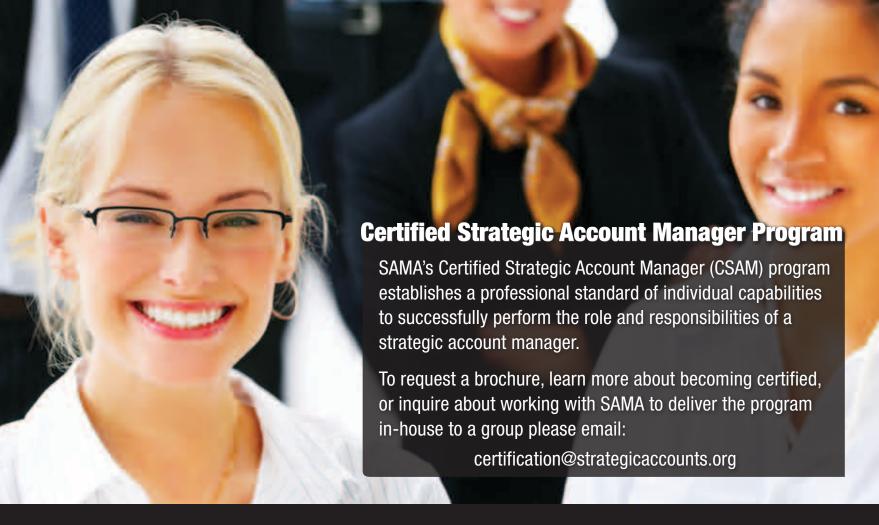
21 Winning Access to the CxO

Fig. Recommended for new and developing Strategic Account Managers

Presenter: Reinhard Bockstette, Consulting Executive, Executive Conversation

Led by a seasoned executive, this session shares insights to improve your ability to secure time with executives at your accounts.





Deep-dive training for SAMs



Learn more at: www.strategicaccounts.org/learning/certification



Advancing strategic customer-supplier value, collaboration and learning





Experience the deep-dive and rigorous skill-building of SAMA Academy in conjunction with our Pan-European Conference. This year, you can choose up to three of our full-day open enrollment SAMA Academy workshops. Each is also a required course of the SAMA Certification Program. Explore the in-depth learning that SAMA Academy offers.

SAMA Academy at a Glance

| 7:30-8:30 | Breakfast/ Registration |
|-------------|----------------------------|
| 8:30-10:00 | Class in session |
| 10:00-10:30 | Break |
| 10:30-12:00 | Class in session |
| 12:00-13:00 | Lunch |
| 13:00-14:30 | Class in session |
| 14:30-15:00 | Break |
| 15:00-17:00 | Class in session |
| 17:00 | Adjourn |

1 - Critical Skills for Strategic Account Managers (2 Days)



Tuesday and Wednesday, 12-13 March 2013

Faculty: LaVon Koerner, President, Revenue Storm Corporation



Being an account manager is not just a "glorified" sales job. Performing the intricacies of managing a strategic account is a balanced blend of business management, sales management, and financial management competencies. This workshop is for account managers who want to raise their overall level of account management competency in order to protect and grow wallet share.

Topics covered:

- How to increase account team productivity while providing measurable customer value
- Choosing a go-to-market strategy for a particular account
- Supporting revenue goals with accurate, verifiable, customer-driven data
- Establishing a value proposition vis-à-vis your competitors
- Understanding buying cycles, market issues and business challenges to find opportunity
- Influencing politically powerful people on the customer side and cultivating strong relationships with them
- Assessing the strengths and weaknesses of key relationships

Course Requirements: Pre-work will be required, using a proprietary tool that captures how a strategic account manager spends his or her time executing the account strategy. Each individual will work on a live account or opportunity of his or her own choosing. During the workshop, account managers will apply the proven processes, methods and tools taught throughout the class to the account managers' own situations. Each individual will compare his or her work to best-in-class benchmark data from high-performing strategic account managers.

2 - Creating Joint Solutions with Strategic Customers



Tuesday, 12 March 2013

Faculty: Shakeel Bharmal, President - Canada, The Summit Group

Value is created by delivering relevant, differentiating solutions that impact what the customer cares most about. This interactive workshop equips strategic account managers with a proven approach and tools to create joint solutions – with the customer – that maximize business

impact, increase loyalty and accelerate sustainable profitable growth.

Topics Covered:

- "Next-level practices" what the best do differently
- Developing a strategy and framework to collaboratively engage customers in creating joint solutions
- Deepening customer value chain insights to prioritize needs, drivers and opportunities
- Co-developing relevant, differentiating solutions that leverage enterprise capabilities beyond core products and service
- Communicating compelling joint value propositions and business cases
- How to implement a pragmatic, replicable approach to creating joint solutions that ensures competitive immunity, increases relevance and accelerates mutual growth

Course Requirements: None

For questions on registration, please contact Rhodonna Espinosa at +1-312-251-3131, ext. 38, or espinosa@strategicaccounts.org.

The schedules, courses and faculty for SAMA University & SAMA Academy are subject to change. For questions about session content, please contact Elisabeth Cornell at +1-312-251-3131, ext. 16, or cornell@strategicaccounts.org.

For questions on certification, please contact Lisa Reyes at +1-312-251-3131, ext. 20, or reyes@strategicaccounts.org.

| Tuesday, 12 March | Wednesday, 13 March | Thursday, 14 March |
|---|-------------------------|--------------------------------------|
| 1 Critical Skills for SAMs (2-Day Workshop) | | 4 Managing Overall Relationships and |
| 2 Creating Joint Solutions | 3 Strategic Negotiation | Business Outcomes |



Foundational: Focus on core strategic account manager skills for new/developing SAM professionals.



Advanced: Builds upon core SAM skills for intermediate to advanced strategic/global account managers.

Register on pages 25 & 26. Or, register online! Visit events.strategicaccounts.org/samau

3 - Strategic Negotiation: Changing the Conversation from Price to Solutions (1-Day)





Wednesday, 13 March 2013

Faculty: Karen Fraser, Negotiations Consultant, Think! Inc.



The strategic account manager is uniquely positioned to undertake negotiations that will result in not just a good deal but a *great* deal. In this session you will bring an account negotiation with you and learn how to diagnose the underlying structure or "blueprint" of a negotiation so you can consistently start turning in great deals. This course shows SAMs how to use their relationships, access to information, teams and analytical abilities to forge blockbuster deals with customers.

Topics covered:

- How to audit and improve your personal negotiation skills for:
 - » Determining and acquiring power in high-level, complex negotiations
 - » Developing strategies for dealing with irrational competitive offers
 - » Finding ways to create measurable business value by taking pressure off price
 - » Developing effective ways to negotiate solutions vs. price
- A structured approach to complex business negotiation
- How to integrate this common language and process within your strategic account organization and account team

Course Requirements: Bring an account negotiation with you that we will work on and apply concepts to during the session.

4 - Managing the Overall Customer Relationship and Business Outcomes (1-Day)







Thursday, 14 March 2013

Faculty: Dennis J. Chapman Sr., President/CEO, The Chapman Group



Strategic account managers are the relationship managers between company and customer, accountable to both in achieving and, in some cases, exceeding expected business outcomes. As the overall corporate customer manager, the SAM builds and sustains individual relationships, develops the joint customer-supplier scorecard, drives the account team performance against a defined metric-based dashboard, delivers the internal/external business reviews and monitors overall customer satisfaction and loyalty metrics.

This highly interactive workshop, complete with field-based application activities and recommended follow-on collaboration with their appropriate leader, will assist SAMs in developing the right skill set and operating plan to manage the overall corporate relationship, maintain process discipline to drive results and deliver to expectations and joint metrics for success.

Topics covered:

- Mastering the What, the How and the When of the SAM relationship management, engagement and review processes
- The metrics-based dashboard and tracking progress
- Gaining clarity on internal and external expectations for the overall relationship management process
- Personal accountability and responsibility for business outcomes

Course Requirements: None



Registration Fees

Attending the Pan-European Conference ONLY?

| | | fore 31/12/2012 | Register afte | r 31/12/2012 | | | |
|-------------------|-------|-----------------|----------------|--------------|--|--|--|
| | Solo | Solo Team | | Team | | | |
| Corporate Member | €1545 | €1455 | €1595 | €1505 | | | |
| Individual Member | €1695 | €1605 | €1 <i>7</i> 45 | €1655 | | | |
| Non-Member | €1870 | €1780 | €1920 | €1830 | | | |

You are welcome to attend the Pan-European Conference and substitute a SAMA Academy class on Tuesday, 12 March. You will simply pay the Conference fee.

Attending SAMA Academy Only?

| | / | SAMA Aca e fore 31/12/2012 | , | Regist | er after 31/12 | 2/2012 |
|-------------------|-----------|-----------------------------------|-----------|-----------|----------------|-----------|
| | 1-Day Fee | 2-Day Fee | 3-Day Fee | 1-Day Fee | 2-Day Fee | 3-Day Fee |
| Corporate Member | €795 | €1365 | €1915 | €845 | €1415 | €1965 |
| Individual Member | €920 | €1570 | €2200 | €970 | €1620 | €2250 |
| Non-Member | €1005 | €1710 | €2395 | €1055 | €1760 | €2445 |

For SAMA Academy Team fees, please contact Rhodonna Espinosa at +1-312-251-3131, Ext. 38.

If you would like to attend the Conference on Monday and Tuesday, and would like to stay for SAMA Academy, simply select the one-day (for Wednesday OR Thursday) or two-day (for both Wednesday AND Thursday) pricing option from the SAMA Academy grid above.

| First Name | Surname |
|---|--|
| | |
| Company Parent Compa | Business Title (will appear on badge) |
| Address | |
| City State / Province | Zip / Postal Country |
| Office Phone | Cell/Mobile |
| Attendee E-Mail Address (required) | CC Confirmation E-Mail to: (admin/assistant) |
| Payment (in euros €) | Method of Payment |
| Conference Registration Fee € | A: Credit Card: ☐ American Express ☐ Visa ☐ MasterCard ☐ Discover |
| SAMA Academy Registration Fee € Membership Fee (€ 350) € initiation fee of €75 waived for conference attendees when registering | Card Number Cardholder Name (please print) Exp. Date |
| for membership and the Pan-European conference together) Total Fee | Cardholder Signature |
| Fees due before commencement of the conference. | B: Check (payable to SAMA in euros €) Mail Check to: SAMA, 33 N. LaSalle St., Suite 3700, Chicago, IL 60602 |
| Cancellation and Refund Policy | ☐ Check enclosed ☐ Check in mail |
| All cancellations must be submitted in writing. The refund policy is as follows: Full refunds on or before Friday, 25 January 2013. Starting 26 January 2013 NO REFUNDS will be issued, regardless of the date that the registration was submitted. Fees will apply for payments received after 12 March 2013. Replacements are allowed at any time prior to the commencement of the Pan-European Conference. Please be aware that additional fees may apply if the replacement has a different membership status Replacements need to fill out the paper registration form and fax to the SAMA Office at +1 312 251 3132 as the online form requires | C: Sending Wire Transfer SAMA wire transfer information (in euros) for: SAMA's 2013 Pan-European Conference / SAMA Academy EUR England SWIFT # (BIC): RBOSGB2L Bank: Royal Bank of Scotland 5 Devonshire Square, London, United Kingdom Acct. #: GB74RBOS16107510000470 Acct. Name: RBS Citizens N.A. For Further Credit to: Strategic Account Management Association (SAMA) |

Name on Wire Transfer Payment Details.

Important: Please indicate <u>First and Last Name of Attendee & Company</u>

payment. Please call the Meetings Dept. at +1 312 251 3131 ext. 38

for more information on replacements.

| First Name | | | Surname/La | st Name | | | | |
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| Pan-Europe Check (✓) one se | | | | | | | ne for the latest upda & descriptions) | tes! |
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| 14:30-15:30 | Overvie | w of SA | MA Certificat | ion Pro | gram for CSA <i>l</i> | M (Cert | ified Strategic Accour | nt Manager) |
| 16:00-18:00 | Academ | ic Forur | n for SAM Pra | actitione | ers: Strategic V | /alue Cr | reation for Customers | |
| | | [| Day Two: | Monc | lay, 11 Ma | rch 2 | 013 | |
| | Exec. Strate Decision-Ma | - | | | am Design, Management | | | of Strategic anagement |
| 10:00-11:30 | <u> </u> | E | <u> </u> | P | <u></u> 9 | P | ☐ 13 A | ☐ 17 F |
| 12:00-13:00 | 2 | E | □ 6 | P | <u> </u> | P | ☐ 14 🔼 | ☐ 18 F |
| 14:30-15:30 | □ 3 | E | □ 7 | P | □ 11 | P | ☐ 15 F | ☐ 19 F |
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| Session Selections for SAMA Academy Registration Check (/) one course selection per day. SAMA Academy 12-14 March 2013 Venue TBA • Berlin, Germany | | | | | | | | |
| | | | , , | | | | on descriptions. | |
| | ay, 12 Marc | | _ 4 | | ay, 13 Marc | ch | 4 Managing C | y, 14 March Overall Relationships Outcomes |
| 2 Creating | Joint Solutions | s F | 3 Str | ategic I | Negotiation | f A | i | |

This is a partial list of the companies represented at past Pan-European Conferences. Are your suppliers, customers and competitors here? Then you should be too.

| 3M* | Bosch Rexroth | Dow Jones & Co. | Ingersoll Rand* | Novozymes* | Sodexo |
|-----------------------|--------------------------------------|--------------------------------|-------------------------|-------------------------|---------------------------|
| A P Moller - | Boussias | Draka Comteq France | InterContinental | Office Depot | Southco |
| Maersk* | Communications | DS Solidworks | Hotels Group* | Ondeo Industrial | Spirent |
| ABB Ltd.* | British Airways | DSM | International Paper | Solutions | Communications |
| Abbott | Cambridge Engineering | DuPont Corporation | Invensys* | Outokumpu Oy | Standard & Poors |
| Laboratories* | Cargill* | EDF | Invest Northern Ireland | Outotec Oyj | Stora Enso |
| Accor Hospitality* | Catalent Pharma | | ITT | Pall Corporation* | Suez |
| ADP* | Solutions | Electrabel | J.T. International | Parker Hannifin | Swiss Post |
| AECOM | Cegos | Electrolux | JF Hillebrand Group AG | Pfizer* | Swisscom AG |
| Agfa Gevaert | Celsis Ltd. | Emerson Process Management* | Johnson & Johnson* | Philips Electronics | TaylorHoughton Limited |
| Agility Logistics* | Cendant Corporation | Endress + Hauser* | Kelly Services | Pitney Bowes* | Tekes |
| Air Liquide | Cendris | Energizer | Kone* | Platts | Telkom SA Limited |
| Air Products | CH Robinson | | Konecranes* | | tesa tape |
| Alstom Grid | Worldwide* | Evonik Degussa | KPMG | PolyOne Corporation* | Tetra Pak International |
| | Chevron Lubricants | FlexLink Systems | Kraft Foods | Procter & Gamble* | Thomson Reuters |
| Amadeus | Cisco | Fluor Corporation | Legrand | QUALCOMM* | Towers Watson |
| Amcor Flexibles | Clariant International | Fujitsu Siemens Computers | Lexmark International | RBC Dexia | Tractebel Engineering |
| Amgen* | CommScope | GE Healthcare | | Rettig ICC | Trane* |
| APL Logistics | Compass Group PLC | Georgia Pacific | Linde Group | Ricoh Global Services | Unisys |
| Arcadis | Computer Sciences | Corporation | Lubrizol, Noveon | Europe | United Airlines |
| ArcelorMittal | Corporation | Growhow UK | Lufthansa | Rockwell | Valeo Management |
| Ardex Americas | Connaught Health & Safety Compliance | Grundfos Management | Lutron Electronics* | Automation* | Services |
| Armstrong Building | Cushman & Wakefield | Halcrow Group | Lynden International | Rohde & Schwarz | Vedior |
| Products | Cyprus | Henkel | Marriott Hotel Holding | Samsung* | Veolia Environment |
| ARVAL | Telecommunications | | MCI | Sandvik | Vestas* |
| AT&T | Authority (CYTA) | HighStreet Accommodations | Medtronic* | SAP | VMware, Inc. |
| Autodesk* | Daimler Chrysler Corporation | Hillebrand Group | Merck | Sapa AB | Vodafone |
| Avaya* | Dalkia | Hilti AG | Metso Automation | SAS Institute | Wacker Chemical |
| Aviation Tyre Product | Damco* | Hilton Worldwide* | Mettler-Toledo | SCA Packaging | Wartsila Corporation |
| Line | Dassault Systems | Hitachi Data Systems | Michelin | Schindler Management | Watson Wyatt Worldwide |
| AXA Corporate | Dell India | Hoffmann-La | MobiNiL | Ltd. | Wipro Technologies |
| Solutions | Deloitte* | Roche Ltd.* | Motorola Solutions* | Schneider Electric* | WM-data |
| BAA plc | | НОК | Nalco* | Seko Worldwide | Xerox* |
| BASF* | Depolabo Pharma- Logistique | Honeywell International | NEXANS* | Shell Chemicals | Zurich Financial |
| Beiersdorf | DHL* | HP* | NH Hoteles | Siemens* | Services Group* |
| Belden* | Diebold* | IBM* | Nokia Corp | Sigma-Aldrich Corp. | |
| Bentley Systems* | Dow Italia | IMI plc | Novartis* | SKF* | Corporate Member* |

Sunday Afternoon:

- Overview of SAMA Certification Program for CSAM
- Academic Forum for Strategic Account Management Practitioners: Strategic Value Creation for Customers sponsored by SKF

Monday Keynote:

Developing Strategic Customers Based on Strong Company Culture and Values

Tuesday Keynote:

Joint Innovation—Uncovering and Discovering Future Value with Strategic Customers

Executive Strategy & Decision-Making

| 1 | Pricing and Negotiating for Value in Strategic Account Management |
|---|--|
| 2 | Strengthening the Customer Relationship Through Reciprocal Executive Mentoring |
| 3 | Up For Debate: Whether there are Significant Differences in Strategic Account Management in Emerging Markets vs. Developed Markets |
| 4 | Leveraging the Value of Channel Partner Relationships to Increase Revenue Growth |

SAM Program Design, Structure & Management

| 5 | Co-Creating Real Client Value at Compass Group |
|----|---|
| 6 | SAM and the Growth of Demand-Driven Service Businesses |
| 7 | Creating Impact in Pharma with KAM |
| 8 | Utilizing Strategic Alliances for Managing and Growing Strategic Accounts |
| 9 | Transformation to Value: An Organizational Journey |
| 10 | Optimizing Business Value Means Effectively Managing Multilateral Relationships within the Customer Ecosystem |
| 11 | Using the Customer Value Chain to Advance Beyond Commodity Status |
| 12 | Creating and Selling Customer Value: the Strategic Account Manager's Role |

Essentials of Strategic Account Management

| 13 | What Can Marketing Do For Me? How to Focus Marketing on Bringing Strategic Value to the SAM Process |
|----|---|
| 14 | Strategies to Overcome the Challenge of Global Pricing |
| 15 | Improving Internal Leadership to Deliver Greater Value and Profit |
| 16 | Strategic Negotiation: Creatively Packaging Your Value to Maximize Your Negotiation Outcome |
| 17 | Developing the SAM Mindset |
| 18 | Maximizing Mutual Value through Effective Opportunity Prioritization |
| 19 | The 'Real' Role of an Executive in a SAM Account |
| 20 | Cycling Voice of Customer Feedback into the Strategic Account Plan and Strategic Action Planning |
| 21 | Winning Access to the CxOs |

Visit the SAMA website for full session descriptions, the latest updates and downloadable brochure at http://events.strategicaccounts.org/events/2013/pec

Companies Presenting

Practitioners

Agfa

Ardex

Avaya

Compass Group

Damco

DHL

DS Smith Packaging

Endress+Hauser

Hewlett-Packard

IMI Nuclear

Medtronic

Mettler-Toledo

Nexans

Novartis Pharma AG

Pfizer

Roche

Schindler

Schneider Electric

Securitas

Siemens

SKF

Steria

Academics

Auckland Business School

China Europe International
Business School

Cranfield University School of Management

European School of Management and Technology

Consultants/SMEs

The Capsicum Group

The Chapman Group

Deloitte

Executive Conversation

Hinterhuber & Partners

Mercuri International

Revenue Storm

The Summit Group

TaylorHoughton

Think! Inc.

ZS Associates