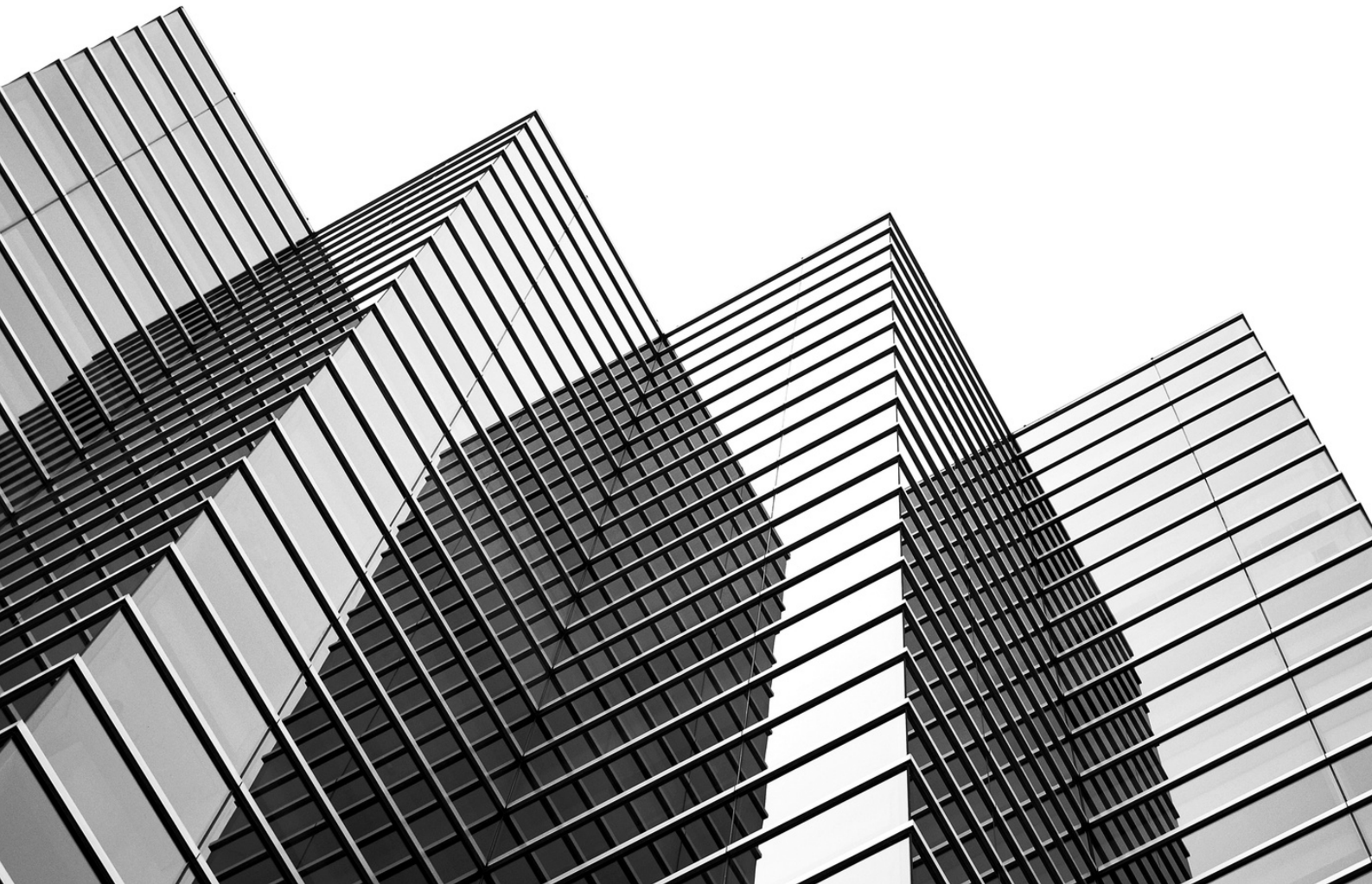




The Association for  
Key Account Management

# WELCOME TO AKAM





Member's Handbook

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You should already have received your password and access details, but if you ever have access problems, just email us at [info@a4kam.org](mailto:info@a4kam.org).



## Welcome to AKAM, the Association for Key Account Management!

The Association of Key Account Management (AKAM) exists for all those involved in developing relationships with major organisation that have a substantial impact on your business. Often – but not always – they are customers, but the approach can work for other players in your business ecosystem. Our mission is to:

- professionalise KAM/SAM/GAM
- gain better recognition and understanding for it
- improve standards of practice.

Now you are a member, you have access to a whole range of specialist expertise and support, and we really want you to use it. Most is delivered through our website [a4kam.org](http://a4kam.org), but there are other opportunities to connect. You'll find some links here to help you get started, but once you're in the website you should be able to find everything very easily.

Like most things, you get more out if you put more in, so get involved! Join the webinars, explore Member Resources, connect with other key account managers, and help each other by sharing your views and your knowledge.

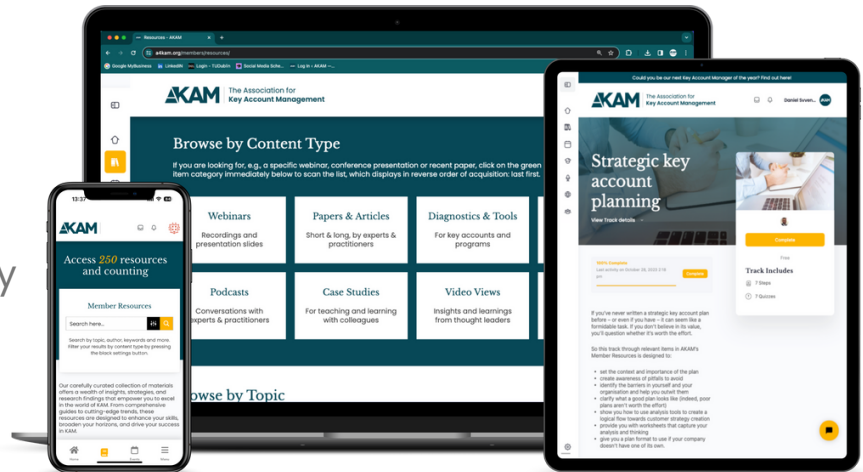


Dr. Diana Woodburn  
AKAM Chairperson

# Exclusively for Members

## Instant resources

With over 250 items about KAM immediately accessible through the website, you can find something about anything you need to know. Multiple ways to search help you find it more easily. Need to write a strategic account plan? There's a format and instructions for use. Need a reward scheme? Check your ideas against the framework. Preparing for negotiation? Help there too. And so much more.



All our webinars, presentations, papers, podcasts are captured in [Member Resources](#) so it's all there for you, whenever you need it.

## Learning and developing your skills

You should never stop learning in today's business world, so we're focused on helping you fit your development around your working life. Through the [Member Feed](#), we can make you aware of hot KAM discussions and future events for your diary, and if you can't make it on the day, you'll see when the recording is ready for you.

The [Learning Zone](#) is where you'll find development tracks on specific subjects where you can dig deeper. Each track will take you on a guided, self-directed multi-media journey through selected Member Resource materials on the theory and the practice of each topic, from different angles.



## Building your network

KAM can be a tough job if your organisation is ambivalent about it, or if you are located away from the centre. You can gain confidence and support by linking up with other key account managers, in your own business or other sectors. They may have different angles and new ideas, tried and tested in their world but new in yours.

The [Member Network](#) allows you to connect with other key account managers and KAM programme leads. All members are listed (just by name, organisation, country and e-mail address). You can ask for information and advice and see what comes back – we can't guarantee replies, but it's a unique opportunity not available elsewhere, to our knowledge.

(NB Selling to other businesses is not allowed.)

## Meeting

There's still nothing quite like getting together in person and having a real conversation or breakout groups as we have at our full-day meetings and AKAM 'Technical' workshops: that's where we run an afternoon lass on a KAM competency to bring you up to speed (Strategic key account planning in 2023, applying Technology/AI to KAM in 2024). Only once a year now, since the pandemic, so it's a valuable opportunity. Check out [Events](#)



## Podcasts

Now you can absorb KAM ideas through your phone or laptop as you drive, run, walk – or just sit! These 20–30 minute [Talking KAM Podcasts](#) from seasoned KAM practitioners and experts can effortlessly widen your perspective on all kinds of aspects of KAM, like 'Why KAM fails', 'Developing Executive sponsorship', 'Traits of high-performing KAMs'. Easy but thought-provoking listening.

# For Members and the wider KAM community

## Events

We run 10 online [Webinars](#) a year (plus our annual meeting in person) on a wide range of KAM topics, like 'How to avoid contract disputes', 'Developing value from strategic relationships', 'Team engagement and effectiveness'. They are live online on a Friday morning and you get the chance to ask questions and get answers. Recordings are available to members only afterwards, but there's nothing quite like participating.



## KAM Qualifications

Other professions, like Accounting, Engineering, Marketing, have qualifications established by their professional associations, recognised by current and future employers. But for Key Account Management AKAM is the only similarly independent association offering recognised qualifications in KAM.



### [Postgraduate Certificate in KAM](#)

Accredited by the Technological University of Dublin. While initially aimed at new and less experienced key account managers, much more experienced people have found the 9-month online course gave them new ideas and valuable, real-world applications.



### [Professional Diploma, DipProKAM](#)

Really experienced key account managers demonstrate their competency against AKAM's framework in writing and backed up with evidence. This is not a course, it applies a RPL approach (Recognition of Prior Learning).

## The AKAM Bulletin

As well as AKAM news and events, you can read articles about the latest thinking in KAM; research findings; case studies; thought-provoking views; reviews of the right and wrongs of current practice .... Published online 5 times per year, the [Bulletin](#) helps to keep you focused on KAM through the daily stresses of the job.



## Recognition

KAM is an exhilarating but tough job that demands a wide portfolio of competences, plus teamwork, creativity, curiosity and resilience. And more. But too few businesses recognise these requirements, so annual AKAM's [Key Account Manager of the Year Award](#) is designed to identify and showcase a practitioner who has excelled in the role. So they are great examples of what KAM should look like in practice. It could be you! Wouldn't that be great for your career?

## What else does AKAM do?

### Further the understanding of KAM

We're keen to understand more about KAM and share the latest research findings with practitioners. As KAM academics are scattered across many different universities and countries, AKAM is gathering them into a unique forum to encourage more and more relevant research. As representatives of practitioners, the [Academic Advisory Board](#) is interested in what we think needs more research, so let us know what you think about that.

### Support KAM programme leads

Persuading a business to approach its external relationships in a different way is a tough job, especially as it includes almost all the organisation's functions, even those who don't see themselves as involved. Consultant support can be expensive and not always available, so AKAM's self-help peer group is another unique forum that shares experience of novel ideas and best practice, what works and what doesn't, and generates valuable knowledge in the process. The **Programme Directors Forum** is part of corporate membership.

# Corporate Membership

## How does AKAM support corporate members?

You have the same access to AKAM whether you've been nominated as an AKAM member by your company or you've taken the initiative to join as an individual. If your company is involved as a corporate member, chances are you will get more support to help you fulfil your role more easily and more productively.

AKAM offers corporate membership packages tailored to different kinds of organisation. We would love to talk them through with your KAM programme lead, please let us know if you think that's a good idea.



## The Association for Key Account Management

**website**    [www.a4kam.org](http://www.a4kam.org)  
**email**        [info@a4kam.org](mailto:info@a4kam.org)

