

**The Association for Key Account Management  
Workshop, 21<sup>st</sup> January 2016  
KEDGE Business School, Paris, France  
56 rue de la Victoire, 75009 Paris**



Feedback from multiple sources has told us that AKAM's new KAM qualifications are the principal interest of participants in this workshop. So this opportunity to exchange and understand the views and needs of KAM academics and practitioners is not to be missed, before these qualifications become established and more cumbersome to change. They should be relevant, robust, respected and fully represent KAM, and your input is critical to achieving that ambition.

After some early introductions, we will set up a series of workshops to ensure that the experience and requirements of participants is expressed and captured as fully as possible. In the process, we will all gain valuable insights into the development of key account managers.

As a not-for-profit organisation, AKAM only aims to cover meeting costs, so the charge for attendance, including refreshments and lunch, is **FREE for AKAM members** (up to 4 people from corporate members) or just €150 per person for nonmembers.

Time	Session
From 9.00	Coffee
9.30	<b>The Association for Key Account Management</b> <ul style="list-style-type: none"> <li>- Potential, expectations and priorities: Dr Kevin Wilson, Professor, KEDGE Business School</li> </ul>
9.50	<b>Professionalising key account management</b> <ul style="list-style-type: none"> <li>- Outline of proposed scope and process for introducing KAM qualifications: Dr Diana Woodburn, Visiting Fellow, Cranfield School of Management</li> </ul>
10.10	<b>Required knowledge and competencies</b> <ul style="list-style-type: none"> <li>- Specification of content and sources and modes of learning <ul style="list-style-type: none"> <li>o What is essential, how can options be managed, balance of theory and practice, accommodating different routes to competency, mentoring.</li> </ul> </li> </ul> <p>Dr Kevin Wilson</p>
11.00	Break
11.15	<b>Feedback on required knowledge and competencies</b>
11.45	<b>Assessment</b> <ul style="list-style-type: none"> <li>- Forms of evidence, process and participation: workgroups <ul style="list-style-type: none"> <li>o Written submissions, additional/alternative pieces of evidence (e.g. plans, course attendance), validation, oral vivas, examination board.</li> </ul> </li> <li>- Workgroups</li> </ul>
12.30	Lunch
1.15	<b>Feedback on assessment</b>
1.45	<b>Accreditation:</b> <ul style="list-style-type: none"> <li>- Employer programmes, universities/colleges, trainers/consultants <ul style="list-style-type: none"> <li>o Erasmus opportunity, HR involvement, alignment with competency framework, form of submissions, accreditation process and pricing principles.</li> </ul> </li> <li>- Workgroups</li> </ul>
3.30	Break
3.45 - 4.30	<b>Participation and next steps</b> <ul style="list-style-type: none"> <li>- Plenary session: roles and responsibilities, timescales, communication</li> </ul>