



The Association for
Key Account Management

Welcome to AKAM's 1st Annual Conference

Dublin Institute of Technology

2nd November 2017

Professionalising Key Account Management

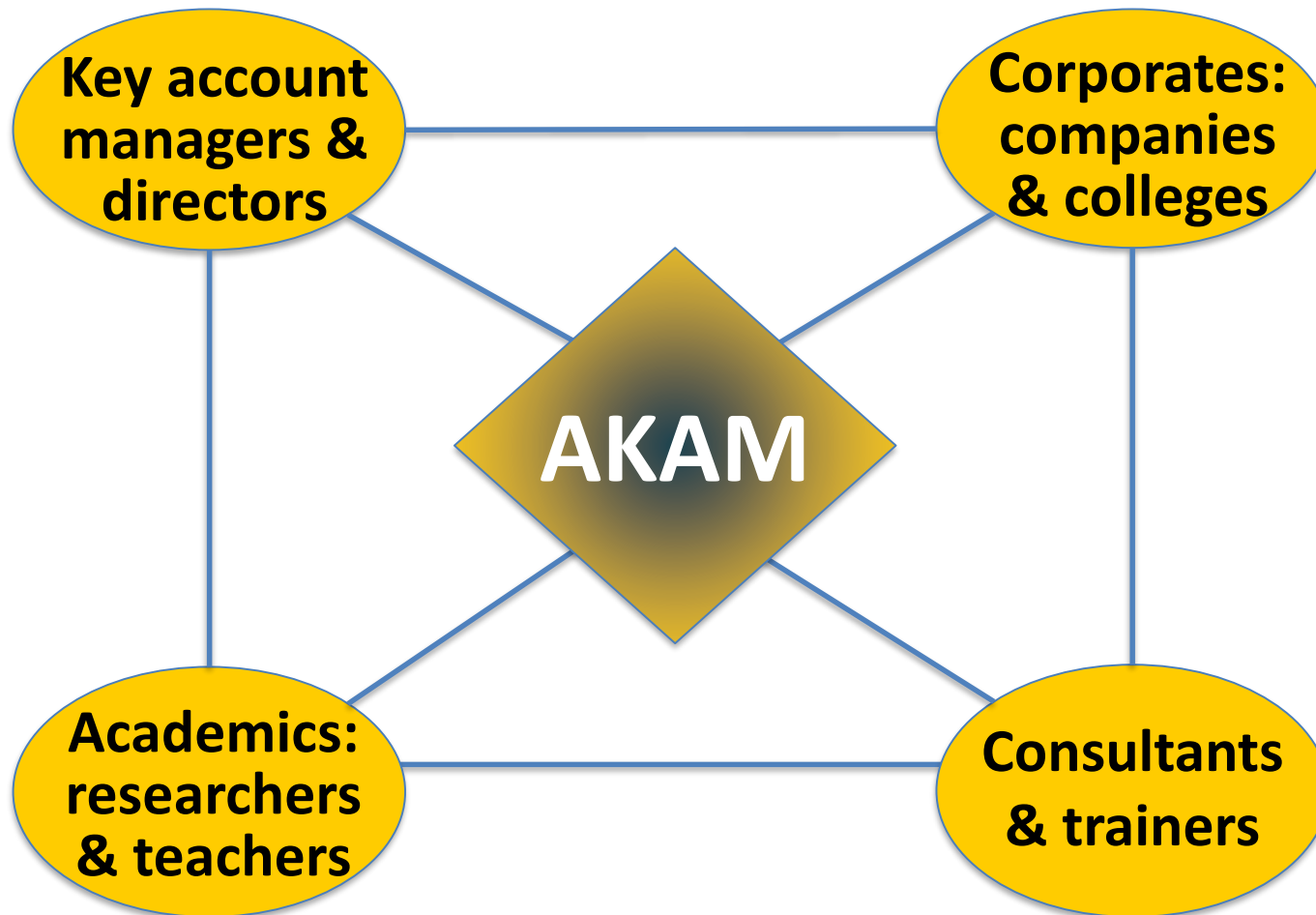
Why AKAM?

- Increasing strategic importance of key accounts and therefore key account management.
- Commonly poor understanding of KAM and idiosyncratic practice.
- Lack of recognised principles/processes/tools to apply to practice
- Lack of globally recognised professional qualification for key account managers, or universally accepted competencies.
- Lack of broad, balanced and relevant community to develop those competencies
- Relatively low levels of research to support practitioners

**AKAM – on a mission to professionalise
key account management**

The AKAM community

Website A4KAM.org



Who are we? Current Board members



Diana Woodburn
Chairman, UK



Olivier Riviere
Deputy Chair, Germany



Tony Buckley
Treasurer, Ireland



Mike Green
KAM Director, UK



Fawaz Baddar
Professor, France



Freddy Couchy
KAM, France



Richard Ilsley
Consultant, UK



Geoff Quinn
Pfizer, UK



Jakob Rehme
Professor, Sweden



Antonella La Rocca
Researcher, Norway



Ivan Snehota
Professor, Switzerland



Armelle Dupont
GAM, Switzerland



Björn Ivens
Professor, Germany

Agenda

9.30 Welcome and agenda Richard Ilsley, SMCG, AKAM Board, UK
9.40 Key account teams – the road to success Rainer Schröder. Global Account Manager, ABB Semiconductor, Germany
10.30 Key account management and customer value in the era of sustainability Dr Jakob Rehme, Professor of Industrial Economics and Management, Linköping University, Sweden
11.20 Coffee
11.40 AKAM today Richard Ilsley, SMCG, AKAM Board, UK
12.10 Strategic Account Management at Salesforce Conor O'Malley, Regional Vice President SMB UK & Ireland, Salesforce
1.00 Lunch
2.00 Frameworks for putting KAM into action Dr Diana Woodburn, AKAM Chairman, UK
2.50 Dublin Airport - Key Account Catalyst Edel Redmond, Head of B2B Marketing, Dublin Airport
3.40 Tea
4.00 Key Account Retention in a service business Marco Reijntjens, Director Tenacity Europe, The Netherlands
4.50-5.00 Close

How are we fulfilling our mission?



- Helping to raise knowledge and standards in KAM
 - Building Member Resource Centre on website
 - Building the KAM community and networks
 - Developing meetings, workshops and conference, across Europe and building the community
 - Certifying KAM development programmes in corporates and independent providers
- Supporting and gaining recognition for KAM and key account managers
 - AKAM Diploma in Key Account Management
 - KAM job advertisements
 - Key Account Managers of the Year Awards

Website
A4KAM.org

Raising knowledge and standards



Website

A4KAM.org

5 past workshops,
22 downloadable
presentations/outputs

INSIDE THE MEMBER RESOURCE CENTRE

- ✓ KAM papers and articles
- ✓ Tools and diagnostics
- ✓ Expert videos
- ✓ Free member meeting registration

- ✓ Workshop presentations
- ✓ KAM case studies
- ✓ Member networks
- ✓ Special offers for members

20+ KAM items, ready
when you are, including
invaluable reference list
for KAM students

100 corporate and
individual members to
contact

Building the community & network



- **Communication**

- Bulletin launched in September, available to all, approximately monthly.
- Two so far with news, ‘food for thought’ and articles:
 - Creating value propositions in KAM
 - Trouble with targets
 - KAM in large and small companies
 - Account Based Marketing.
- Blog and news on website
- Twitter account and Facebook page, in need of your participation – let’s open up a dialogue about KAM!

SUBSCRIBE TO OUR BULLETIN

Enter email address

Subscribe free

Blog: Dublin Airport completes 2nd November conference line-up

With key customers like Aer Lingus and Ryanair, Dublin Airport's approach to KAM has to be really... [read more](#)

IESEG SCHOOL OF MANAGEMENT JOINS AKAM

IESEG is one of the top 10 Business Schools in France, located in Lille and Paris (where the 2018 conference will be held). Their Masters in Business Negotiation is closely aligned with AKAM's Diploma by study, so those graduating from that course should have 90%+ of the Diploma, a really valuable opportunity.

Meetings 2018



EVENTS



What are we doing? [Click here](#) for a list of AKAM events or for more details / sign-up for the next event.

8th February, Amsterdam

Netherlands Sales Management Association hosting
Global Account Management (workshop)

- Professor George Yip, world-leading GAM authority
- Alistair Taylor, GAM/IKAM case study in IMI
- ++ tba

17th May, Vilnius, Lithuania

International School of Management (ISM) hosting

Key Account Managers (workshop)

Who/what are they - business leaders, super salespeople or customer service managers?

- Clara Carter, Accord Healthcare, experienced KAM practitioner leader
- Gintare Betaite, Amrop & Raimondas Gelezevicius, PZU Lietuva Life Insurance
- Kristina Maikštėnienė, ISM

25th October, Paris

IESEG hosting

2nd Annual AKAM Conference

Range of topics and speakers

Qualifying key account managers Certifying KAM programmes,



AKAM Diploma

- Pilot students approaching completion
- New guide to approach for practitioner applicants emerging shortly from pilot experience
- 3 Diplomas: by experience for working practitioners; by study for certified university courses; Advanced (to be specified)

KAM QUALIFICATIONS

How to demonstrate your competency as a professional key account manager.

KAM PROGRAMME CERTIFICATION

For companies, trainers and universities / colleges.

KAM programme certification

- Corporate in-company development and academic and training provider courses
- Alignment with AKAM Diploma competencies
- *New details on website: Process formulated and available on request
- IESEG currently first in progress

Putting people together professionally

KAM job ads – just starting

- Response to key account managers – too many ads really Sales, not KAM, wastes time and energy.
- Next stage: inform corporates, recruiters and HR managers.
- Great deal: low price, lots of space to describe job and applicant, well-filtered candidates.
- NB AKAM give guidance to advertisers but cannot guarantee content or mediate



NEW: Key Account Managers of the Year Awards 2018



AKAM KEY ACCOUNT MANAGER OF THE YEAR



Employed in a **large** company.

AKAM KEY ACCOUNT MANAGER OF THE YEAR



employed in a **SME** (max 250 employees).

Two Awards: for key account managers in SMEs and in large companies

- The position deserves recognition – and so do you!
- Are you a good key account manager or do you know one?
- The winner could be you – why not? (And you get to keep the Award for life).
- All details on the website, including judging criteria: simple process.
- Applications by 31st March, Awards by 31st July 2018.