



The Association for  
Key Account Management

# Update: The Association for Key Account Management

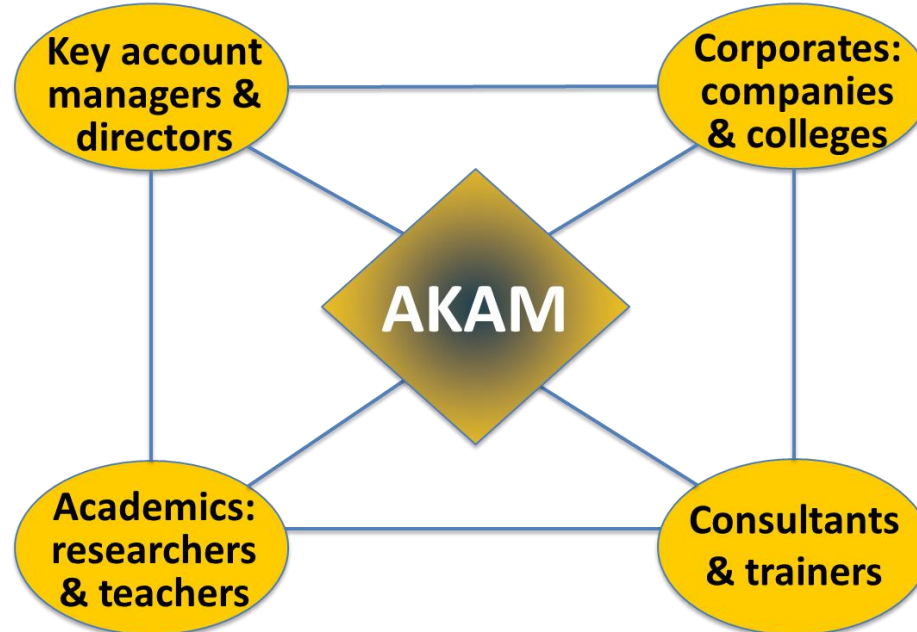
Dr Diana Woodburn  
Chairman, AKAM

**Professionalising Key Account Management**

Website  
**A4KAM.org**

# What is AKAM?

- Not-for-profit professional organisation for KAM professionals
- Supportive community of people in KAM
- Hub for KAM knowledge and activity
- On a mission to gain recognition of KAM and improve understanding and standards of practice



# Current Board members



Diana Woodburn  
Chairman, UK



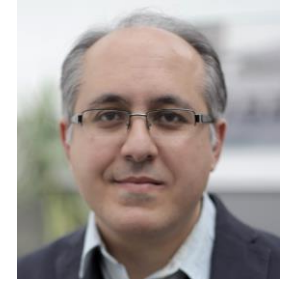
Tony Buckley  
Treasurer, Ireland



Richard Ilsley  
Deputy Chair, UK



Mike Green  
Deputy Chair, UK



Fawaz Baddar  
Professor, France



John Bailey  
GAM Director, UK



Jakob Rehme  
Professor, Sweden



Alistair Taylor  
Consultant, UK



Olivier Riviere  
Consultant, Germany



Geoff Quinn  
Pfizer, UK



Antonella La Rocca  
Researcher, Norway



Freddy Couchy  
KAM, France



Armelle Dupont  
GAM, Switzerland



Dominykas Cibulskas  
General Manager, Baltics



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# What are we doing to support you?



Serving members when and where they need it  
**Website-based Member Resources**

- KAM papers and articles
- Tools and diagnostics
- Expert videos
- KAM case studies
- All workshop presentations
- Member network

**Website**  
**Member Resources**  
**A4KAM.org**

# Selection of the latest additions



## Key account managers

- P.** Highly successful key account managers
- V.** Characteristics of best practice key account managers
- P.** Developing the key account manager job description

## Measurement

- P.** Measuring the success of KAM
- Pr./T&D** Metrics in KAM

## Practice

- CS.** Conflict scenarios at Premium Insurance
- CS.** Focus on key customer differentiation: Zaris

## Senior management

- V.** Should CEOs be involved with key accounts?
- V.** What's the role of the CEO in key customer relationships?

# Qualifications

- AKAM Diploma in Key Account Management: first independent international qualification
- Certifying KAM development programmes in universities, corporates and independent providers
- E.g. IESEG International Masters in Business Negotiation students: pass + AKAM case study = AKAM Diploma in Key Account Management (by study). Second cohort.



# What else?



- Key Account Manager of the Year Award to recognise and celebrate great KAM practice
- AKAM Bulletin every 6ish weeks, FREE to anyone: news, articles and challenges
- AKAM People Exchange: facilitating links between organisations and recruits, inc. student placements





# Learning and networking



The Association for  
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## Main whole-day workshops:

- Specific KAM topic
- 3 challenging presenters
- 1 researched knowledge-based, 2 practitioner/consultant drawing on single or multi-company experience
- Time to discuss and learn from experts and peers

## AKAM 'Technical' half-day workshops

- New, masterclass approach, emphasis on learning
- Specific KAM-relevant technique
- Conducted by 1 expert

## Annual conference

- Normal conference format
- Various KAM subjects
- 6 presenters, practitioners, academics, consultants





# Coming up



## 10<sup>th</sup> April, AKAM Webinar for Members

### Key account selection and categorisation

- Dr Diana Woodburn



## 26<sup>th</sup> June, Milan, SDA Bocconi University School Of Management

### AKAM 'Technical': Customer Experience Strategy & Journey Mapping

- Jerry Angrave, Customer Experience Professional's Association (CXPA)
- Learning the techniques used by professionals

## 27<sup>th</sup> June, Milan, SDA Bocconi University School of Management

### Key customer relationships and working with Procurement

- Andrea Busnelli, IBM with Professor Marci Sisti, SDA Bocconi SoM
- Andreas Dori, Global Account Director, Illycaffè
- Michael Widing, Customer Experience & Insight Manager, Hiab AB

# Membership



Not-for-profit, least expensive of any professional organisation in KAM

€150pa for individuals, €5000 for corporates

**FREE** meetings (not just discount), **FREE** access to **all** Member Resources, AKAM network & support

## **Membership offer 1: Upgrade to individual membership**

Participants in this meeting upgrade for €75

**Step 1.** Join through website for €150pa **Step 2.** Email A4KAM2017.org

**Step 3.** Receive immediate €75 refund of meeting fee

## **NEW! Membership offer 2: 4 for the price of 3!**

**Step 1.** Your organisation identifies 4 people to be members.

**Step 2.** Join up 3 through the website **Step 3.** Email A4KAM2017.org

**Step 4.** AKAM registers 4<sup>th</sup> person

(**PS** Existing memberships refunded prorata)