



The Association for
Key Account Management

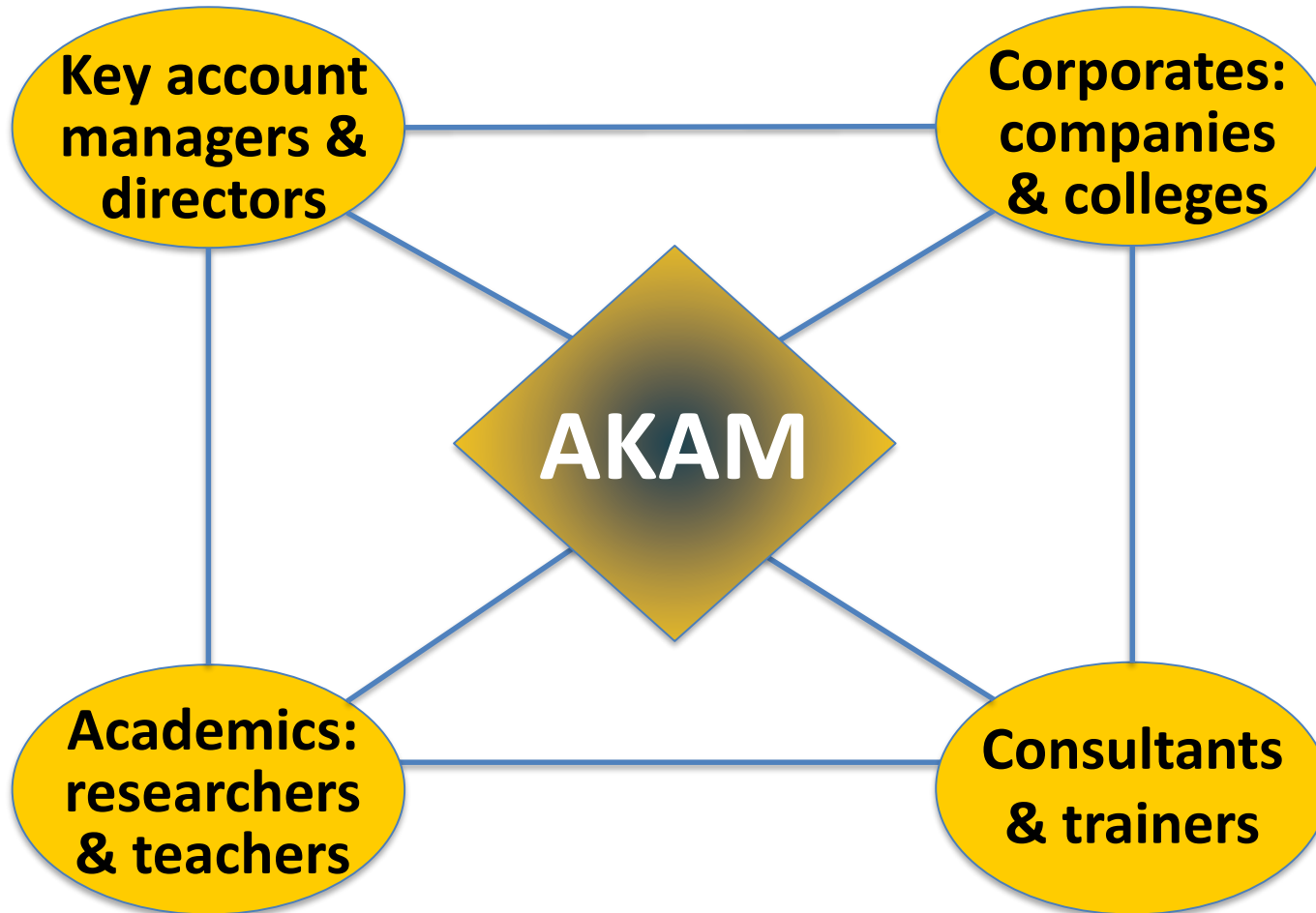
Update: The Association for Key Account Management

Dr Diana Woodburn
Chairman, AKAM

Professionalising Key Account Management

Website
A4KAM.org

The AKAM community



Reaching out across Europe



... now with members across the world



Key Account Management understanding and support



**Insight into Key Account Management
- whenever and wherever you need it**

Diagnostics and tools

A hand holding a smartphone is the central focus, set against a blue background with various business and technology icons. The icons include a cloud, a megaphone, gears, a group of people, a bar chart, and a network diagram. The text 'Ready to use when you need them' is overlaid in yellow on the bottom left of this image.

Ready to use when you need them

- Quick diagnostic checklists
- Ways of proving a point
- Major frameworks, e.g. account plan formats & worksheets
- Analytical tools, e.g. where are we now in implementing KAM?
- Frameworks for companies/programme directors, e.g. reward schemes
- Frameworks for individual key account managers, e.g. process mapping

Coming up in 2020



24th January, Webinar for Members

Account Based Marketing

- Mike Green, Capita

3rd March, Berlin, Pfizer, Potsdam

AKAM 'Technical':

Technology in KAM

- Dr Olivier Riviere
- What works, what doesn't and why

4th March, Berlin, Pfizer, Potsdam

AKAM 3rd Annual Conference

- Andrea Clatworthy, Fujitsu
- Markus Mildner, Siemens
- Dr Leslie Murphy, Technological University Dublin
- Jorge Manuel, Pharmacia Group
- Almut Ringleben, Namics
- + Key Account customer

Late spring meeting 2020

The Role of Trust in KAM

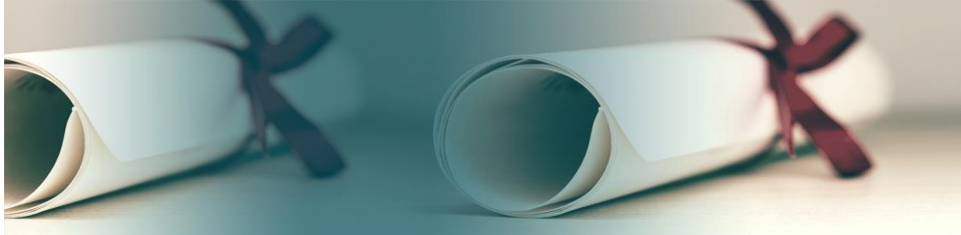
- Scott Waugh, Siemens
- Colin Hughes, TUD

Autumn meeting 2020

AKAM Technical: Developing and Writing a Strategic Account Plan

Main Workshop: The Importance and Use of Strategic Account Plans

What else are we doing to help?



- **AKAM Diploma**
Offering a real qualification in KAM (there is no other!)
- **AKAM Bulletin**
Sharing news, information and experience
- **Research**
Adding to knowledge - on Job Descriptions (please send us yours)
- **AKAM People Exchange**
Helping people find jobs – and vice versa

Your suggestions welcomed!

Corporate membership offers

CLUSTER OFFER

Sign up 3 as individuals (€150 pa) in same organisation, get 1 extra FREE.

PROGRAMME MEMBER

Exclusive peer forum to support KAM Programme Directors + **10** individuals. €2,500 pa.

CORPORATE MEMBER

Unlimited members, forum for Programme Directors, 6 places at all workshops, programme certification ++. €5000 pa.



Key Account Manager of the Year 2019

DEADLINE EXTENDED TO 30th NOVEMBER!



- Just 500 words to enter!
- Have you done a great job with a key account in the **last 3 years?**

KAM of the Year 2018 Marc Sourd said:

'This award highlights and values differentiation for key accounts and made me reflect on - and improve - my approach to KAM. I am proud to have won it - and I believe it contributed to my recent promotion!'



It could be YOU!