

21st June (afternoon) & 22nd June 2023

Hosted by the Lisbon School of Economics and Management (Universidade de Lisboa)



The Association for Key Account Management supports, develops and qualifies KAM skills and practices, with key account managers and their businesses.

Whether a key account manager or KAM Leader, you'll learn and discuss new, powerful approaches from these workshops.

21st June AKAM Technical:

Are you comfortable with writing the strategic key account plan that your organisation and your customer wants? This session will take you through the analysis, the thinking and the process step by step.

22nd June AKAM all-day Workshop:

4 exceptionally experienced presenters will give you new insight into where KAM as a strategy is heading, what the leadership you will need looks like, and how to continue growing your accounts as well. Make sure your understanding and practice of KAM is fully up to date!

**21st June,
14.00 – 17.00**

**AKAM Technical:
Strategic key
account planning**

*Dr Diana Woodburn
AKAM Chairman*

**22nd June
9.00/9.30 – 16.30 AKAM Workshop**

**The future of Strategic
Global Account
Management**

*Prof Stefan Wengler
Professor of
Marketing & Sales
Hof University,
Germany*

**Achieving Account-
Based Growth**

*Bev Burgess &
Tim Shercliff
Authors &
consultants
Inflexion Group*

**Developing Key
Account Managers
as Leaders**

*Alistair Thursfield
Head of Key Account
Management
Lufthansa Systems*

Attend this event for only €120 and receive 1 year free AKAM membership inc:

- **FREE attendance to future events**
 - **Access to exclusive webinars**
- **Library of over 200 KAM-related resources**
- **AKAM's global member network and much more.**

<https://cutt.ly/AKAM-Lisbon>