



The Association for
Key Account Management

2nd Annual KAM Conference

THURSDAY 18TH OCTOBER 2018, IESEG SCHOOL OF MANAGEMENT
PARVIS DE LA DÉFENSE, 92800 PUTEAUX, PARIS



Presentations on KAM themes from senior practitioners from the construction, pharma, travel and financial services industries, plus academics/KAM experts with multi-company insights.



Listen and learn! Talk and network! Challenge, if you don't agree. Find out more, if you want to.

CONFERENCE PROGRAMME:

Interacting with Global Key Accounts in large international projects

Dr Nicolas Swetchine, Head of Key Account Management, LafargeHolcim & Research Fellow in new institutionalism



Tools and methods for selecting the right key customers: why is the choice so critical?

Dr Marco Sisti, Professor SDA Bocconi School of Management, Milan, co-founder of the Commercial Excellence Lab.



Creating Customer Loyalty: From Business Development to Key Account Management

Caroline Hondre, Group General Manager, Customer Engagement, International SOS the world's leading medical and travel security assistance firm.



The power of the Key Account Manager as Change Agent

Karim Bennaziz Houmane, Global Head of Commercial Cards Sales, BNPParibas



What does KAM look like in emerging markets?

Dr Fawaz Baddar, Assistant Professor, IESEG, France shares his research.



Register now at A4KAM.org for the conference, non-members just €75, members free.

PLUS AKAM Technical workshop on **Metrics in KAM**, the afternoon before the conference, 17th October (1.30 - 18.00) This very practical session is designed for Key Account Directors and Key Account Managers, to work out what to measure to demonstrate KAM progress and success: €125 for non-members, free for members.

But if you **join AKAM for just €150**, you save €50 when you attend both events AND you get the next 12 months' meetings free, plus much more! Go to **A4KAM.org**.