

Learn to Identify the Characteristics of a Successful Partnership

Strategic Alliance Conference



Discover Best Practices to Launch, Manage and Evaluate Strategic Alliances

You Will Learn How To:

Successfully Launch a New Alliance

Offset the financial stress of the current economy by collaborating with other organizations

Identify Metrics and Analytics to Evaluate Alliance Performance

Make informed decisions with clear performance indicators

Align Organizational Alliances to Corporate Strategy

Combine partner expertise and capabilities to enhance opportunities for growth and results in a tough economy

Foster a Transparent and Truthful Company Culture

Overcome corporate cultural differences and generate buy-in through effective communication strategies

In Association with:



Generate Innovative Ideas
through Collaboration

www.ASMIweb.com/Alliance

8:30
Conference Registration and Continental Breakfast

9:00
morning workshop

Optimize Partner Relationships to Enhance Alliance Success

These days, most businesses are unable to drive down costs and sustain business growth without the help of external resources. However, how do companies form a mutually-beneficial relationship while keeping all employees at ease and productive? A solid relationship between organizations and employees is the greatest building block of strategic alliances. Through the collaboration of best-practice tools and methodologies for managing and evaluating strategic relationships, successful partnerships can develop. During this workshop, you will:

- Discuss governance methods that work - and those that don't
- Gain effective tools for measuring alliance progress and relationship health
- Examine the critical role of human interaction in alliances

John Herlihy, Director, CSI Industry and ISV Sales, IBM Computer Services Industry
David Erlenborn, Managing Director, ProPartnering Inc.

12:00
Lunch Break

1:00
Identify Top Strategies for Launching a New Alliance

- Ensure clarity and alignment around alliance goals and strategy
- Develop guidelines for working effectively together
- Understand the importance of communication, commitment and trust to alliance success

Gerry Dehkes
Managing Partner, ProPartnering

2:00
Break and Refreshments

2:15
Alliance Strategy Development

- Clearly define an alliance strategy in your organization and who owns the initiative
- Learn to identify your top alliances based on market resources
- Make informed decisions on whether to enter into specific alliances based on overall company objectives

3:15
Alliance Metrics and Analytics

- Identify correct vs. incorrect measures of performance
- Define methods for evaluating success at various stages of the alliance lifecycle
- Identify metrics to build an effective alliance "scorecard"

Bill Davidson
President and CEO, Alliance Analytics

4:00
Day One Adjourns

8:30
Continental Breakfast

9:00
keynote address

Understand the Role of Business Alliances in Today's Marketplace

Alliances are critical in today's challenging business environment. The combination of resources and expertise can assist both organizations in improved decision making and growth to ultimately strengthen corporate strategy. During this Keynote Address, you will learn to:

- Combine internal expertise and capabilities with effective partnership opportunities
- Utilize alliances to boost corporate revenue and market value
- Maintain independence while collaborating with other organizations

Bob Paladino

ASMI Senior Fellow, President, Bob Paladino and Associates

10:00
Break and Refreshments

10:15

Identify Successful Partnerships

- Evaluate which resources your organization is looking to obtain through a partnership
- Learn what characteristics make your organization a partner of choice
- Learn how to truly understand your alliance partner's goals when building a joint business plan

Bob Paladino

ASMI Senior Fellow, President, Bob Paladino and Associates

11:15

Alliance Management Program Design

- Define key processes and activities in the alliance lifecycle
- Specify roles and responsibilities for execution of alliance activities
- Create management groups to facilitate change management

Gerry Dehkes

Managing Partner, ProPartnering

top five reasons to attend:

- 1** Implement effective company-wide governance practices
- 2** Overcome challenges with relationship remediation
- 3** Improve business processes through resource collaboration
- 4** Evaluate alliance performance using the correct measures
- 5** Identify innovative opportunities through alliances

12:15
Lunch Break

1:00

Harness Innovation through Strategic Alliances

- Think outside the four walls of your organization to develop new ideas and perspectives
- Leverage core competencies to achieve something new and innovative
- Learn how to collaborate to strengthen innovation skills and opportunities

David Crais

President, Crais Management Group

2:00
Break and Refreshments

2:15

Navigate Corporate Cultural Differences

- Build trust and transparency throughout your organization's management system
- Achieve company-wide buy-in to guarantee a team effort in making a strategic alliance work
- Harness expertise within the company to smoothly facilitate strategic alliances

David Crais

President, Crais Management Group

3:15
Conference Adjourns

“The benefits of forming alliances to achieve growth while reducing new product development and marketing costs are as real as ever.”

CFO MAGAZINE

In-House Training

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by The Performance Institute (PI) will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

Customization

We realize that not all obstacles can be overcome by applying an "off-the-shelf solution". While many training providers will offer you some variation of their standard training, The Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants and provides immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, The Institute also has the ability to accommodate organization-wide training initiatives. Utilizing multiple instructors, The Institute has the capacity to deliver courses to groups of up to 300 participants per day.

Areas of Expertise

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Measurement
- Project Management
- Lean Six Sigma
- Workforce Management
- Performance-Based Budgeting
- Performance-Based Contracting
- Performance Reporting
- Program Evaluation
- Administrative Management
- Leadership and Change

For more information about in-house training options available to you, please contact **Jennifer Mueller** at 202-739-9619 or email her at Jennifer.Mueller@ASMIweb.com

sponsorship opportunities

ASMI offers four different pre-designed sponsorship packages:

- ▶ Event Co-Sponsor
- ▶ Session Sponsor
- ▶ Luncheon Sponsor
- ▶ Exhibit Booth Sponsor

To learn more about exhibiting and sponsorships at the Strategic Alliance Conference please contact **Meredith Mason** at 202-739-9707 or Meredith.Mason@ASMIweb.com

Logistics & Registration

Venue & Hotel

The **Strategic Alliance Conference** will be hosted at The Performance Institute's Training Center in Arlington, VA, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. A public parking garage is located inside of the building for \$10/day. Continental breakfast and refreshments will be provided for delegates on each day.



The Performance Institute Conference Center
1515 North Courthouse Rd., Suite 600
Arlington, VA 22201
703-894-0481

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of **\$226** until **February 16, 2010**. Please call the hotel directly and reference code **"Strategic Alliance"** when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.



Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd., Arlington, VA 22209
Phone: 703-528-2222 / 1-800-321-2211
<http://www.CourtyardArlingtonRosslyn.com>

Hotel and travel costs are not included in conference tuition.

Tuition & Group Discounts

The tuition rate for attending the **Strategic Alliance Conference** is as follows:

| Regular Rate | Early Bird Rate |
|--------------|-----------------|
| \$1599 | *\$1499 |

*For the Early Bird Rate, please register by January 4, 2010

For information on Group Discounts and Rates, please contact **David Yerks** at 858-866-9381 or email him at David.Yerks@ASMIweb.com

Quality Assurance

ASMI strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: ASMI: Corporate Headquarters; 805 15th Street NW, 3rd Floor; Washington, D.C. 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. ASMI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason ASMI decides to cancel this conference, ASMI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

Discounts and Payment

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by ASMI (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

Logistics & Registration



Visit
www.ASMIweb.com/Alliance



Fax this form to
866-234-0680



Call
877-992-9521

Registration Form

- Yes! Register me for the **Strategic Alliance Conference**
- Please call me. I am interested in a special Group Discount for my team

Delegate Information

| | | |
|--------------|-------|-------|
| Name | | Title |
| Organization | | Dept. |
| Address | | |
| City | State | Zip |
| Telephone | | Fax |
| Email | | |

Payment Information

- Check
 - Purchase Order/Training Form
 - Credit Card
- 

| | | |
|--------------------|-----------------|------------------|
| Credit Card Number | Expiration Date | Verification no. |
| Name on Card | Billing Zip | |

Please make checks payable to: The Performance Institute

CANCELLATION POLICY: ASMI will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: _____ Date: _____

Priority Code: **B314-WEB**

ASMI's vision

In this challenging economic landscape, organizations must develop and execute innovative strategies to survive and thrive. Performance and process improvement methodologies give managers the tools they need to run leaner, more efficient businesses. The mission of the American Strategic Management Institute (ASMI) is to connect business leaders with best-in-class practices and training to address management challenges and improve results. ASMI has grown into one of the nation's most innovative training providers, combining market research and industry insight to deliver experiences and tools to inspire leaders and grow businesses. Through virtual sessions, national summits, training programs and consulting services, ASMI brings together leaders to share insights, ideas and actions to transform organizations.

Areas of Focus:

- **Performance Management:** Using business analytics to drive strategy
- **Process Improvement:** Leaning processes for efficiency and quality improvement
- **Financial Management:** Budgeting and forecasting for better decision-making
- **Project Management:** Managing projects to deliver results on time, within scope and in budget
- **Leadership Development:** Building leadership skills to manage in times of change and conflict

Services:



Virtual Training Briefings 90-minute training sessions for the latest tools and techniques to deliver results.



National Summits National events allowing business leaders to share best practices and strategies for success.



Training Programs Methodology-based training modules in management competencies, offered publicly or custom-designed for your organization



Consulting Services Field experts who can bring bold change to your workforce, planning processes.



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