

# ACHIEVE YOUR GOALS

ASAP can lead you to achieve your 2018 professional growth goals.

## Begin that Journey at the 2018 ASAP Global Alliance Summit

Monday, March 26  
9:30 a.m. – 3:30 p.m.



Join us in Fort Lauderdale where professional development opportunities are abundant as ASAP hosts a variety of six-hour pre-conference workshops Monday, March 26. All taught by some of the leading practitioners and consultants who take deep dive into topics that are important to alliance and partnering professionals:

- Using contracts to predict where value inflection points will be, where inefficiencies may occur, and where risks exist
- Best ways to address and manage obstacles such as conflict in an alliance through real life scenarios and making use of collaborative tools and techniques
- Understanding how alliance partners can assess potential strategic options and learn to anticipate them by making use of insights from game theory

### Pre-Conference Workshops Include:

#### CA-AM (Certificate of Achievement - Alliance Management) Certification Exam Prep Workshop



Ann Trampas, CSAP | *Practice Lead* | *Phoenix Consulting Group*

#### Overcoming Obstacles & Conflict - Utilizing High Impact Collaboration Tools and Techniques to Accelerate Alliance Success



Candido Arreche, CA-AM | *Global Director of Portfolio & Partner Management, Six Sigma Black Belt* | *Xerox Worldwide Alliances*

#### Alliance Management 201: The Value of Alliance Management



David Thompson, CA-AM | *Chief Alliance Officer* | *Eli Lilly and Company*



Gary Butkus, CA-AM | *Alliance Management Director* | *Eli Lilly and Company*

#### Strategic Decision Making & Negotiations: Learnings from Game Theory and AM Practice



Harm-Jan Borgeld, CSAP, PhD | *Head Alliance Management* | *Merck KGaA*



Stefanie Schubert, CA-AM, PhD | *Professor of Economics* | *SRH University Heidelberg*



2018 **ASAP**  
Global Alliance  
**Summit**

For more information including workshop descriptions visit  
<http://www.asapsummit.org/workshops.php>



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