

[Please click here to view the most updated conference agenda](#)

Thank you for registering for the upcoming virtual **2021 ASAP Global Alliance Summit!** We look forward to having you join us live on March 15th – 17th.

The current conference agenda can be viewed on the Summit website. We will continually update the agenda on the [Summit website](#) as needed so be sure to check back from time to time.

New to the **ASAP Global Alliance Summit**, we are offering two masterclasses that go back to the basics and fundamentals of partners and alliance management. These classes are included as part of your full conference fee and we hope that you plan to join both of these classes.

[The Value of Alliance Management: Managing the Cost of Time at Startup](#)

Monday, March 15, 2021 from 12:25 PM – 1:55 PM EDT US

[Understanding and Aligning Partner Business Plans](#)

Tuesday, March 16, 2021 from 12:15 PM – 1:45 PM EDT US

We also encourage you to bring your partners or colleagues who are not part of the internal alliance and partner team to participate in the masterclasses. There is an additional fee associated for having your partners join. Feel free to share the attached flyer.

- Classes will feature a short presentation
- Small group breakouts for hands-on and interactive work
- Conclude with full group sharing highlights of output
- Opportunity for teams, partners, and colleagues to continue the conversation and work after the class

To register a partner for the masterclasses, please contact Diane Lemkin dlemkin@strategic-alliances.org.

We encourage you to invite your colleagues and partners to join you at the virtual 2021 Global Alliance Summit – experience our industry-leading speakers, best practices, new ideas, and networking opportunities together. Send them to www.asapsummit.org today for more information regarding the program and rates.

Be on the lookout for more information to come regarding access to the conference, the virtual conference toolkit, and engagement opportunities. Again, thank you for registering and we look forward to your active participation in the conference March 15 – 17th.