



New to the ASAP Global Alliance Summit

Two masterclasses that go back to the basics and fundamentals of partner and alliance management. Budget and plan to bring partners or colleagues who are not part of the internal alliance and partner team.

ASAP Masterclass Offerings Include:

The Value of Alliance Management: Managing the Cost of Time at Startup

Monday, March 15, 2021

12:25 p.m. – 1:55 p.m. Eastern Daylight Time US

Fundamental to the discipline of alliance management is minimizing the inefficiency and risk that comes with partnering so that the realization of value from an alliance is not delayed and is potentially accelerated. This master class examines the outcomes of applying core alliance management value producing workstreams at the startup of an alliance, using industry specific case studies.

Participants will learn:

- How to identify and capture the ways in which alliance management practices minimize the cost of time in the startup process
- Recognize the value-eroding risks prevalent in the startup period
- Insights to inform the startup process when face-to-face is not possible

More detailed information regarding takeaways can be found at <https://www.asapsummit.org/inc/21/sessions/103.php>

Presented by:  **The Rhythm of Business!**

Understanding and Aligning Partner Business Plans

Tuesday, March 16, 2021

12:15 p.m. – 1:45 p.m. Eastern Daylight Time US

The very differences that make partnerships valuable also make them difficult to execute. Often, partnerships are formed due to an opportunity or a personal connection, and they suffer throughout the partnership due to lack of planning.

During this interactive session, participants will discuss on how to apply real world learnings, critical knowledge, and skills that will allow attendees to:

- More efficiently profile a partner company
- Help internal stakeholders understand how your partner's business differs from yours, and the implications of those differences
- Align two companies on a joint business plan, using real world examples
- Leverage joint business plans to monitor and address execution challenges that arise from company differences

More detailed information regarding takeaways can be found at <https://www.asapsummit.org/inc/21/sessions/108.php>

Presented by:  **vantage PARTNERS**

Format of Masterclass:

- 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

Who to Invite:

- Current and future partners
- Key internal colleagues with non-alliance functions

Cost per Masterclass:

- Up to five partners | \$850
- Up to ten partners | \$1,700

For more information and to purchase this package contact Diane Lemkin at DLemkin@strategic-alliances.org to purchase.

 Visit www.asapsummit.org for more information detailed information about the full conference.