Discuss how to successfully develop and manage alliances
Revisit your alliance strategy to better achieve company growth goals
Help your company evaluate opportunities, find partners, build trust, and maintain and improve relationships

Presented with assistance from vantage partners
Benefits of attending
- Keynote sessions on alliance strategy and innovation
- Case studies focusing on emerging markets, supplier partnerships, alliance measurement and metrics
- Interactive panel sessions on alliance risk management, and alliance ecosystem expansion
- Networking with senior alliance executives and those responsible for corporate development and strategy, marketing and in-house counsel
- Breakfast Discussion Roundtables covering topics including: channel marketing, alliances in China, innovation and alliance capability development

Who should attend
Senior executives from alliances management, corporate development, finance, legal, marketing, and business line executives.

Previous participants of The Strategic Alliances Conference
- ADP
- AMD Industries Inc.
- Amgen, Inc.
- AnheuserBusch Companies, Inc.
- Archer Daniels Midland Company
- Bayer Healthcare LLC
- Boeing Company
- Boston Scientific Corporation
- Capital One Financial Corporation
- Cardinal Systems
- Cargill
- Caterpillar, Inc.
- Chiquita International Limited
- Chubb Corporation
- Cisco Systems, Inc.
- Coca-Cola Company
- Conde Nast Publications, Inc.
  - Corning Inc.
  - DuPont Company
  - Eli Lilly and Company
  - FirstEnergy Corp.
  - Gap International, Inc.
- General Dynamics Corporation
- Hewlett-Packard Company
- Home Depot Inc.
- IBM Corporation
- International Paper Company
- Johnson & Johnson
- Kellogg Company
- Kraft Foods, Inc.
- LG Electronics Inc.
- Land O’Lakes, Inc.
- MasterCard Advisors
- Microsoft Corporation
- Motorola, Inc.
- Northwestern Mutual
- Novartis Corporation
- Pfizer Inc.
- Procter & Gamble Company
- QUALCOMM, Inc.
- Quintiles Transnational Corp.
- Raytheon Company
- Rockwell Automation
- SAP America, Inc.
- ScheringPlough Corporation
- Seagate Technology
- Shell Oil Company
- Siemens Corporation
- Sprint Nextel Corporation
- Starwood Hotels & Resorts Worldwide, Inc.
- Symantec Corporation
- The Clorox Company
- The Dow Chemical Company
- The Hershey Company
- Tiffany & Co.
- United Airlines Inc.
- Wells Fargo & Company
- Xerox Corporation
Thursday, October 25, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

WELCOME AND INTRODUCTION 8:45–8:50 AM
Christine Hess, Conference Program Director, The Conference Board

A 8:50–9:45 AM
Alignment for the Future: Revisiting Your Alliance Strategy
Executives indicate one of their biggest challenges is speed—business, markets, competitors moving at an unprecedented pace. As corporate strategies shift and evolve, has your alliance strategy kept pace with those changes? This session will give the audience a chance to take stock of their alliance strategy and look to the future. Does it still meet overall corporate objectives? What are the benchmarks you are using; are they still relevant? How should you assess current alliances and revitalize underperforming partnerships?

Jonathan Hughes, Partner, Vantage Partners
Jeff Weiss, Founder, Vantage Partners

B 9:45–10:30 AM
Weighing the Growth Options: Build, Buy or Ally
When do alliances make sense? Given complex choices for growth, how do companies weigh the options? What are the criteria to use when determining whether you should build, buy or ally? This session will feature a senior executive responsible for corporate development and alliances, who will give insights on their decision-making process.

Irv Rothman, President and Chief Executive Officer, HP Financial Services

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

C 10:45–11:30 AM
Alliance Reset as a Growth Opportunity
Successful alliances must evolve over time to meet changing needs and navigate through challenges. In this presentation, experienced alliance professional Karen Denton of Bayer Healthcare will share a case study of how Bayer Healthcare and Onyx Pharmaceuticals were able to actively reset their alliance and leverage the reset process as a real opportunity for growth—both for the alliance, and the business.

Karen Denton, Director, Alliance Management, Bayer Healthcare
Workshop: Alliance Case Studies
A majority of alliances fail due to poor or damaged relationships between the partners. Much of this occurs due to changes in the relationship, changes in the alliance teams managing the partnerships, or changes in the business climate. How can partners salvage the relationship and move forward to rebuild the relationship and focus on common goals? This session will feature case studies to be reviewed and discussed in small groups by attendees.

Christine Hess, Program Director, The Conference Board

Luncheon 12:30–1:15 PM

Concurrent Session E1 1:15–2 PM
Alliances in Emerging Markets
Operating alliances in emerging markets can be a promising source of new markets and growth, but they are complex. Companies face government and regulatory challenges, import/export laws and they must be sure to find the right partner and manage cultural differences. However, often the pros outweigh the cons. In this session we will hear insights on avoiding pitfalls while managing alliances in emerging markets and keys to success.

Concurrent Session E2 1:15–2 PM
Leveraging Public/Private Partnerships
Many corporations are engaging in public private partnerships which can be a win: win for both partners. Depending on your industry and objectives, there are a number of options to choose. How do you decide which organizations are the best partners? How can you structure the relationship so that you are contributing value to your organizations as well as helping your partner?

Concurrent Session F1 2–2:45 PM
Strategic Partnerships between Suppliers and Clients
Are you a vendor or a partner? Developing supplier relationships into partnerships will open a world of opportunity for both vendor and client. Is your organization ready to move to the next level? What are they key barriers to success? How can you assess which relationships are ready to elevate? The speaker will discuss approaches to maximizing success and share his perspective based on experiences on both sides of the supplier/client equation.

Andy Eibling, Vice President, Alliance Management, Covance
CONCURRENT SESSION F2 2–2:45 PM

**New Alliance Launch**
Launching a new alliance is a stressful and exciting time for alliance executives. However, there is a methodology to ensure that the process runs smoothly. What are the best ways to plan for a successful alliance launch? This session will cover critical issues including:

- Ensuring an effective and efficient hand-off from alliance deal-makers to alliance management teams
- How to quickly build a foundation of mutual understanding and trust with alliance partners
- Developing a plan for new alliances

Vik Prabhu, Alliances and Business Development Leader, **DuPont**

NETWORKING REFRESHMENT BREAK 2:45–3:15 PM

**Managing Changing Business Models: Building Alliances with Key Partners**
As business models and markets change, alliances and partners must adjust to the changing needs of the customers. And, while many channel partnerships are transactional, what are the best ways to focus on key partnerships to develop deeper and broader alliances that result in better products and solutions for customers? How do you get align marketing and sales and get the sales force on board?

Greg Fox, Director, Worldwide Channels Marketing, **Cisco**  
Juliet Randall, Global Marketing Lead, **Accenture**

H 4–5 PM

**Panel: Expanding Alliances, Building the Ecosystem**
As alliances continue to be a source of growth and innovation, many companies have developed a network of alliances which adds complexity to managing their alliance networks and leveraging the relationships. How are leading alliance organizations continuing to expand their portfolios while keeping costs contained? How do you manage competitors in your ecosystem? How can you simplify the complexity?

Moderator  
Art Canter, President, **Association of Strategic Alliance Professionals**

Panelist  
Paul Liguori, Vice President, Alliances, **Experian Marketing Services**  
Donna Peek, CSAP, Director, SAS Global Alliances, Global Alliances and Channels **SAS Institute**

NETWORKING COCKTAIL RECEPTION 5–6 PM

HOSTED BY  
**vantage partners**
**Friday, October 26, 2012**

**CONTINENTAL BREAKFAST 8–9 AM**

I 8–9 AM

**Breakfast Discussion Roundtables**
In this session, attendees will have an opportunity to gather in small groups and participate in a moderated discussion, talking about critical issues they face in managing alliances. The table topics include:

- Channel Marketing Alliances
- Alliances in China
- Innovation and Protecting Intellectual Property
- Supplier Relationship Management
- Building an Alliance Capability

J 9–10 AM

**Keynote: Leveraging Alliances for Innovation, Modernization and Growth**
Innovation is a key growth driver. Many companies find strength and support for their innovation initiatives through alliances. This keynote will feature a senior executive who developed alliances to bolster their innovation efforts and modernize their business.

Alistair Pim, Vice President, Global Strategic Alliances, **Schneider Electric**

networking refreshment break 10–10:20 AM

K 10:20–11 AM

**Alliance Measurement: Assessing the Value of Alliances**
In an age of accountability, quantifying the value of the alliances is important on two levels. First, senior executives need to assess business activities and measure performance. But those alliance managers can also benefit from measuring alliance performance. They can use those metrics to identify areas for improvement and work to refine processes and optimize performance. This session will focus on the best ways to determine consistent metrics to measure and monitor alliances across the portfolio.

Dave Bunker, Vice President, Alliances and Channels, **Oracle**

L 11 AM–NOON

**Panel: Ensuring Success: Balancing Opportunity and Risk Management in Alliances**
The statistics vary, but many researchers claim that 50-70% of alliances fail. This session will feature a panel of leading alliance executives who will share their insights on managing risk in alliances and how they work to ensure success. The panelists will discuss regulatory risks, how to manage global partnerships and the importance of good governance.

Moderator
Christine Hess, Program Director, **The Conference Board**

Panelist
Anasuya Morrill, Vice President of Sales, **HP Americas Alliances**
Dan Woolley, Executive Director, Global Alliances, **Dell**

**Presentations**
Available online in advance of the conference
Registration Information

Online  www.conferenceboard.org/strategicalliances2
Email   customer.service@conferenceboard.org
Phone  212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2012 Strategic Alliances Conference
Alliance Management: Key Strategies for Profitable Partnerships

Conference (983013-2)
October 25–26, 2012
InterContinental The Barclay New York
Associates $2,295
Non-Associates $2,595

Hotel Accommodations
Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Strategic Alliances Conference.
InterContinental The Barclay New York
111 East 48th Street
New York, NY 10017
Tel 212 755 5900
Hotel reservations cut-off date
Wednesday, October 3, 2012

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person
For a team of three or more registering from the same company at the same time, take $300 off each person's registration.
One discount per registration. Multiple discounts may not be combined.

Marketing partner

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