Strategies and best practices for growing and expanding strategic alliances

Insights on accelerating growth and innovation with alliances

The best ways to foster trust and collaboration with partners
Attendees will learn

- Insights on expanding alliances in high growth markets
- The best ways to foster trust and collaboration with partners
- How to accelerate growth and innovation with alliances
- The importance of alliance governance and developing the right framework
- New alliance management tools and metrics

Who should attend

Attendees for this conference include senior strategic alliance executives responsible for managing alliances, business development, marketing, finance and legal 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 20, 2011

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 8:50–10 AM
Keynote: Growth and Alliances: Strategies for Expanding Global Partnerships
Growth, innovation and expansion into new markets are three key benefits of strategic alliances. Indeed, alliances are an important growth strategy for many companies; however, it can be a challenge to maintain successful and profitable ones. In this keynote session you will hear candid insights on developing a global alliance strategy, assessing internal resources and achieving clearly defined goals.
Russ Buchannan, CA-AM, Vice President, Worldwide Alliances, Xerox Corporation

B 10–10:45 AM
Increasing the Odds: Building Strategic Alliances that Work
Alliances have become crucial to many companies in this competitive global economy and yet more than half of them fail. This session will identify and discuss key elements critical to the development and management of successful alliances. Topics include:
• Managing an alliance ecosystem or network
• Fostering trust with partners
• Partnering with competitors
Rob Minaglia, Vice President, Strategic Alliances, CA

NETWORKING REFRESHMENT BREAK 10:45–11 AM

C 11 AM–NOON
Working Groups: Alliance Management Tools and Metrics
What are the best tools for managing complex processes, tracking progress and measuring success? In this session, attendees will gather in small groups to exchange ideas on the tools that they use to manage alliances including: scorecards to track progress and highlight issues, dashboards, social networking tools, strategic innovation grids and alliance charters.
Christine Hess, Program Director, The Conference Board

LUNCHEON NOON–1 PM
CONCURRENT SESSION D1 1–2 PM

Strategies for a Successful New Alliance Launch
Launching a new alliance is a complex process. Communicating new products to stakeholders is challenging enough without the added challenge of coordinating the many channels of communication. Given the complexities, what are the best ways to launch new alliances? What is the right amount of planning with partners? What is the best way to enable collaboration? How do you manage potential issues with existing partners? In this session we will focus on:

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

Gregory Jaeger, Vice President of Business Development, Mortgage Origination, USAA
Dean Haugen, Vice President, Strategic Alliance Development, Wells Fargo Ventures

CONCURRENT SESSION D2 1–2 PM

Evolving a Company’s Internal Processes to be Alliance Enabled
As companies evolve and become increasing reliant on alliances in the conduct of their business, oftentimes, a company's internal business processes fail to evolve to accommodate new requirements and obligations of working within an alliance. This session discusses Amgen’s focus on and approach to evolving its internal business processes to more efficiently address the demands and obligations of its alliance portfolio.

Brad Crawford, Executive Director – R&D Alliance Management, Amgen

CONCURRENT SESSION E1 2–3 PM

Virtual Due Diligence: Streamlining Processes, Reducing Cost
Due diligence can be very costly. How can companies reduce the cost and duration of the due diligence process? In this case study, the Head of Alliance Management from Nycomed will share insights on the virtual due diligence process. Nycomed has been able to cut costs while streamlining the process for sharing confidential information safely in a virtual environment. They will share how they overcame some of the challenges of doing due diligence virtually and how they continue to improve the process.

Jeff Jewell, Head, Alliance Management, Nycomed

CONCURRENT SESSION E2 2–3 PM

Strategic Alliances in Asia: Tapping into High Growth Markets
Asia is a high growth, diverse and complicated region. Companies that are looking to expand their operations and businesses there must have a good understanding of the similarities and differences among the various countries and markets. There are many issues to consider: market conditions; the regulatory climate; managing risk and third party relationships. Of key importance is to gain an understanding of when cultural differences matter. This case study will feature a company that has an expertise in developing businesses and alliances in Asia and the presenter will share strategies on how to be successful.

Dave Bunker, Vice President, Alliances and Channels, Oracle
F 3:30–4:15 PM
**Strategic Alliance Governance: Developing the Right Framework**
Effective alliance governance is about far more than establishing committees and staffing them with executives. An alliance’s governance framework ought to enable efficient and effective decision-making within each company and between companies both within and outside of committees; involve regular, cross-functional input; and enable partners to identify and capitalize on opportunities. In this session, Jonathan Hughes of Vantage Partners will share insights and case studies that highlight best practices for establishing and managing a successful joint governance framework.

**Jeff Weiss, Partner, Vantage Partners**

G 4:15–5:15 PM
**Panel: Fostering Trust and Collaboration in Alliances**
While everyone is in agreement that trust is an important component of alliances, why is it so hard to cultivate and maintain? What are the best ways to build trust and collaboration? This panel will feature senior alliance professionals who will share their experience and insights on building trust and describe the impact of trust and collaboration on the success of alliances. The session will focus on:

- Ways to share what you value and focus on what is best for the alliance
- Building trust on small issues
- Communication frequency and the importance of meeting face to face
- How to build trust when your are partnering with a competitor

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

**Panelists**
- Jack Pearson, CSAP, Vice Chairman, ASAP Board of Directors and Vice President and Global Head, Alliance Management, **Quintiles**
- Steve Twait, Director, Alliance Management and M&A Integration, **Eli Lilly and Company**

NETWORKING COCKTAIL RECEPTION 5:15–6:15 PM

HOSTED BY [Vantage Partners](#)
Friday, October 21, 2011

CONTINENTAL BREAKFAST 8–9 AM

H 9–10 AM

Accelerating Growth with Alliances
Creating growth is a business requirement we all struggle with. It’s never enough, and it’s never fast enough. To access new markets, companies must clearly define critical business drivers, evaluate the assets they can bring to bear, and then objectively delineate the gaps that must be filled to enable success. These gaps can be filled by internal development, through acquisition, or through partnering and there are advantages and disadvantages to each of these approaches. In addition, competitive companies are able to work at lightning speed and accelerate the execution of their alliances. In today’s complex global environment, how should organizations drive new growth through alliances? What are some strategies to help them work at “internet speed” and stay competitive?

John Schloff, Vice President Marketing and Strategic Alliances, Volly by Pitney Bowes

NETWORKING REFRESHMENT BREAK 10–10:20 AM

I 10:20–11 AM

Building an Alliance Capability: Finding Talent and Developing Staff
Alliance managers need to be strategic, diplomatic, customer focused, and have strong project management skills. Most alliances groups need executives and managers that have an understanding of how to launch a new alliance, manage partnerships and measure their performance. What are the best ways to build an alliance capability? What are the key skills that need to be developed? How can the professionalism of your staff make you a partner of choice?

J 11 AM–NOON

Panel: The Innovation Imperative
Innovation is strategically, critically important to most corporations. However, finding truly breakthrough products and services is few and far between. What are the key attributes of a company that excels in innovation? This panel session will feature senior executives who will discuss innovation strategies and the role of strategic alliances in the innovation process. The panel will address key issues including:

• Developing an innovation agenda and a process
• Strategies for alliance partnerships that can produce ground-breaking innovation
• Customers and Innovation
• Open collaboration
• Partnering with competitors and protecting IP

Moderator
Jonathan Hughes, Partner, Vantage Partners

Panelist
Mike O’Neill, Vice President, Alliances, EMC Corporation
Dave Bunker, Vice President, Alliances and Channels, Oracle
Registration Information

Online  www.conferenceboard.org/alliances2  
Email   customer.service@conferenceboard.org  
Phone  212 339 0345  8:30 am to 5:30 pm ET Monday through Friday

The 2011 Strategic Alliances Conference
Growing Profitable Strategic Alliances in a Complex Global Economy
Dates: October 20–21, 2011 (983012-2)  
Location: InterContinental New York Barclay  
Associates $2,195  Non-Associates $2,495

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 New York Barclay   
111 East 48th Street  
New York, NY 10017  
Reservations: 866 243 1675  
Direct: 212 955 5900  
Hotel Reservations Cut-off Date   
Wednesday, September 28, 2011

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.
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