

# Key Account Management Forum Members Meeting



## Agenda

**19<sup>th</sup> June 2025**

**Venue: CMRI (B38) and Teams**

9:30	<b>Welcome and introductions</b>	Andy Hough
9:45	<b>High Performance in Commercial Negotiation</b>	Alistair White
11:30	<b><i>Refreshment break</i></b>	
11:15	<b>The high Performing Key Account Manager – Book Launch</b>	Richard Vincent, Javier Marcos, Andy Hough
12:30	<b><i>Lunch</i></b>	
13:30	<b>Leading KAM with energy</b>	Chris Coghlan
14:30	<b>Leading high performance in KAM</b>	Panel Discussion
15:30	<b><i>Refreshment break</i></b>	
15:45	<b>Enhancing commercial performance using AI</b>	Richard Brooks
16:45	<b>KAM Member Benefits and Round-up</b>	Javier Marcos, Andy Hough
17:10	<b><i>Close</i></b>	

Today's business landscape makes enhancing commercial performance a multi-faceted priority. Facilitating the growth of strategic customers has become more crucial than ever for sustainable growth and profitability. At the core of profitable growth lie the skills and capabilities of key account managers.

Throughout the day, you will gain valuable insights from recognised experts who have successfully transformed how they develop KAM capabilities to drive exceptional results. We will explore practical frameworks for enhancing client relationships, optimising commercial opportunities, and developing the leadership capabilities necessary to inspire high-performing teams.

On the day the book “*The High Performing Key Account Manager*” will be launched. You will be equipped with actionable tools to elevate your KAM strategy, strengthen client partnerships, and foster a culture of excellence within your organisation.