

**ESSENTIALS OF STRATEGIC ALLIANCES AND PARTNERSHIPS**

**Manage your strategic alliances more successfully by mastering the essentials!**  
Seminar #5221

**Overview**

This informative seminar provides complete exposure to the fundamentals of strategic alliances and partnerships. Through lectures, exercises and case studies, you'll gain a grounding in the mechanics of partnerships and the organizational factors necessary for alliance success. In just two days you'll find out about the various forms of alliance relationships-and their life cycles-and walk away with the tools and knowledge you need to ensure that all of your organization's strategic alliances are successful.

**Schedule**

- [2] days

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- [2] days - **\$2,095** Non Members
- [2] days - **\$1,895** AMA Members
- [2] days - **\$1,623** GSA

**Credits**

1.2 CEU /12 PDU

**Schedule**

We have 6 scheduled sessions located nationwide starting between 7/26/2012 - 1/31/2013

Date	Location	Duration
Jul 26, 2012 - Jul 27, 2012	San Francisco, CA	2 Days
Aug 2, 2012 - Aug 3, 2012	Atlanta, GA	2 Days
Sep 13, 2012 - Sep 14, 2012	Chicago, IL	2 Days
Oct 25, 2012 - Oct 26, 2012	New York, NY	2 Days
Nov 19, 2012 - Nov 20, 2012	Arlington/Washington DC, DC	2 Days
Jan 31, 2013 - Feb 1, 2013	San Francisco, CA	2 Days

*Registering more than 4 people, please call 1-877-566-9441.*

**How You Will Benefit**

- Articulate the factors common to all successful alliances
- Prioritize the key components necessary to guide each phase of the alliance life cycle
- Recognize today's best practices in alliance management
- Assess your organization's competency in forming partnerships
- Evaluate your organization's attractiveness as a "preferred partner"

**What You Will Cover**

- Discovering and exploring the fundamentals of successful alliances
- Understanding the alliance life cycle
- Identifying, establishing and managing partnerships
- Creating formal and informal structures for governing your alliances
- Recognizing the competencies of alliance-savvy organizations
- Benefiting from upside of alliances

**Who Should Attend**

Executives, managers and leaders at every level across all functional areas who are responsible for their organization's strategic alliances and partnerships and require a complete understanding of their fundamentals.

**Special Feature**

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

**Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)