



EuroMaTech

Training Seminars & Conferences

An Intensive 5-Day Training Seminar On

Managing Strategic Alliances and Partnerships

14 - 18 Jun 2021, London
26 - 30 Jul 2021, Copenhagen
15 - 19 Nov 2021, London



www.euromatech.com

An ISO 9001:2015
and ISO 29993:2017
Certified Company

Managing Strategic Alliances and Partnerships

INTRODUCTION

Successful strategic alliances and partnerships require a strategic vision, a balanced relationship, and brokerage skills to bring collaborating parties together to contribute to their maximum.

This EuroMaTech training course will focus on advances in management theory and practice of strategic alliances, business networks and collaborative ventures. The Managing Strategic Alliances & Partnerships training course is designed to upgrade the knowledge and skills of managers, to enable them to excel in collaborative situations. Through this training course, managers and executives will learn how to manage long-term strategic alliances and partnerships, how to optimize the interest of their organisation, and how to facilitate collaborative decision making for future growth.

In this EuroMaTech training course, you will learn:

- To build collaborative advantage and accelerate position through partnership networks
- Manage partnerships within and across organisations
- The most effective ways to manage business relationships
- How the organisation performs in a collaborative situation

WHO SHOULD ATTEND?

This Managing Strategic Alliances and Partnerships training course is specifically designed for professionals in all areas of strategy and operations who seek to upgrade their collaborative skills and learn how to manage long-term partnerships, strategic alliance and joint ventures.

This EuroMaTech training course will also be of benefit to all professionals, who are:

- Responsible for initiating and managing collaborative activities within and across firms, suppliers, or customers
- Concerned with collaborative performance
- Interested in enhancing their relationship management skills
- Interested in enhancing their leadership skills in particular managing strategic alliances
- Responsible for strategic planning, implementation or evaluation of strategic alliance performance
- Responsible for open innovation tasks, or designing open innovation ecosystems

PROGRAMME OBJECTIVES

- Develop awareness, knowledge and skills – how to gain competitive advantage through business networks, strategic alliances and partnerships
- Develop frameworks for building collaborative advantage
- Enable delegates to gain insights into the successful design and implementation of business partnerships
- Complement management skills with advanced collaborative techniques
- Build cultural awareness of how to overcome barriers to collaboration

TRAINING METHODOLOGY

The Managing Strategic Alliances & Partnerships training course is designed as an intensive training, and knowledge sharing exercise, where group work facilitates learning. Through a set of lectures, practice exercises and carefully selected international case studies, delegates will be introduced to advanced knowledge on managing strategic alliances, partnerships and collaborations. Participants will learn by active participation, discussions, on-line resources and video materials.

PROGRAMME SUMMARY

The main goal of this EuroMaTech training course is to provide participants with an intensive five-day training experience and exposure to the world of collaborative strategies, joint venture, business networks, public-private partnerships and alliances.

The key competences built through this training course are to assess the risks, and benefits from strategic alliances and to learn how to manage them successfully – from partner selection, through execution and evaluation of outcomes. Practical cases and examples illustrate the variety of current practices and build alliance management capabilities for individual delegates.

PROGRAM OUTLINE

DAY 01

Initiating Alliances and Partnerships

- Introduction to the strategic alliance life cycle
- Motives for collaboration
- Selecting partners and forming business relationships
- How to measure compatibility and partner fit
- Joint ventures, supplier networks, strategic alliances and public-private partnerships

DAY 02

Structuring Collaborative Work

- Types of strategic alliances and partnerships
- Cross-border management structures
- Creating cross-border virtual teams
- Motivating and brokerage for collaboration
- Discover a joint perspective and partner differences
- Collaborative strategies and execution

DAY 03

Managing Shared Resources and Value Co-Creation

- Distinguishing between bi-lateral and multi-lateral collaborations
- Managing complex relationships
- Sharing resources and optimisation of outcomes
- Upstream and downstream value co-creation
- Negotiating and managing contingencies
- Contracts, renewals, trust and lock-in effects
- Communication and interfaces between partners

DAY 04

Designing Open Innovation Platforms

- Coordination and control in collaborative settings
- Facilitating networking
- Public-private partnerships and multi-stakeholder engagement
- Open access and open innovation – procedures and practices for shared access
- Regulation and governance of platforms for shared resources
- Maximising learning and developing absorptive capacity

DAY 05

Performance Evaluation and Learning from Strategic Alliance Partners

- Assessing advantages and disadvantages of partnerships
- Overcoming barriers to collaboration and conflict resolution
- Managing continuous improvement
- Balancing across coordination costs and benefits
- Creating high-performance strategic partnerships
- Examples of strategic alliance success and failure
- Alliance termination, exit clause and buy-out formulae

IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.

QUALITY CERTIFICATIONS & ACCREDITATIONS

EuroMaTech is proud to be associated with the following accreditation bodies:



The PMI® Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

Managing Strategic Alliances and Partnerships

✓	Date	Venue	Fee(\$)
	14 - 18 Jun 2021	London	US\$5,950
	26 - 30 Jul 2021	Copenhagen	US\$5,950
	15 - 19 Nov 2021	London	US\$5,950

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).**

Your Details

Name (Mr/Ms):.....
 Position:..... Organisation:.....
 Address:.....

 City / Country:
 Telephone / Fax:

Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech
 Please invoice me
 Please invoice my company as follows:

Contact Name:
 Company Name:
 Address:.....

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

***VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

Contact Us:

U.K. Office:

109 Mount Pleasant
 Liverpool L3 5TF, United Kingdom
 Telephone: +44 151 709 7100
 Fax: +44 151 709 7181

Middle East Office:

P.O. Box 74693
 Dubai, United Arab Emirates
 Telephone: +971 4 4571 800
 Fax: +971 4 4571 801

Email Address:

info@euromatech.ae

Website:

www.euromatech.com



Training Seminars & Conferences