



SAMA is coming to the Nordics!

The SAMA Nordics Symposium 2021

Hosted by Arpedio in Copenhagen, Denmark September 15th from 3-7 pm CET

SAMA invites European sales and commercial leaders to join the Nordics Symposium in person in Copenhagen and online virtually. During the half-day event, we want **your input** in shaping SAMA's **future** for our European focus!

The half-day event includes:

- Proven best practices for strategic account management (SAM)
- Concurrent in-person and online roundtables reviewing SAM priorities in Europe
- A joint workshop on how SAMA can support European SAM programs



Our Highlighted Speakers



Denise Freier
President and CEO
SAMA



Dino Bertani
Executive Director, International Strategic Account Management
AbbVie



Ulrik Monberg
CEO and Founder
Arpedio



Kaj Storbacka
Professor
Hanken School of Economics



Jim Ford
Chief Commercial Officer (CCO), Solecta, Inc. and SAMA Chairman of the Board



Karen Passmore
Partner
Mckinsey & Co



Frédéric Kahn
Vice President Global Sales
Wavelength Pharmaceuticals

The strength of the SAMA community comes from our members and their ideas.

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Agenda

Time	Session	Description	Speaker
15:00	Welcome!	Introduction by the CEO of SAMA	Denise Freier Kaj Storbacka
15:15	Future of SAM Panel <i>(pre-recorded)</i>	Keynote: Discussion on trends and their impact on the future of SAM - from the SAMA 2021 Annual Conference	Jim Ford Kaj Storbacka Karen Passmore Frederic Kahn
16:15	Break		
16:30	Future of SAM: A Best Practice in Action	AbbVie presents a case study for strategic account management	Dino Bertani
17:15	Roundtable <i>(concurrent in-person and online virtually)</i>	In-person <i>and</i> online virtual roundtables – the top needs for SAM in Europe	Facilitators: Kaj Storbacka Ulrik Monberg
18:00	Break		
18:15	Workshop & Readouts	In-person workshop – sales leaders explore and share how SAMA can support top European SAM priorities	Facilitators: Kaj Storbacka Ulrik Monberg
18:45	Wrap-up	Review highlights and next steps	Kaj Storbacka

Hors d'oeuvres and a light dinner will be provided

About SAMA

The Strategic Account Management Association (SAMA) is a non-profit community and the global leader in best practices for strategic account programs. SAMA corporate members are Global 2000 companies across industry verticals.

SAMA Member Benefits:

- Customized Training
- SAM Program Assessments
- Conferencing & Network Events

Attendees will receive access to the 2020 SAMA strategic account management survey and the opportunity to benchmark their program.

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