

2025 SAMA Pan-European Conference

22-23 October, 2025

Hilton Paris La Defense
Paris, France



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<https://linkly.link/29sYL>

Navigating Uncertainty: Turning disruption into opportunity

Strategic account leaders are navigating intense pressure in what many now call a “perma-crisis” environment. But research continues to affirm: organizations that invest in SAM during periods of disruption consistently outperform their peers. The 2025 SAMA Pan-European Conference offers the insights, tools, and community support to help SAM professionals turn uncertainty into advantage and lead with confidence where it matters most.





Strategic account management has always been about creating value, but never has that responsibility been more critical or more complex. At a time when global change is unrelenting and customer expectations are shifting fast, SAM professionals are being asked to lead with clarity, agility, and purpose.

Join us at the **2025 SAMA Pan-European Conference**, where leaders, innovators, and practitioners from around the world will come together to explore what it takes to thrive in this moment and shape what's next.

This year's conference will focus on how we can turn disruption into opportunity. Through two distinct tracks — one for SAM program leaders and one for customer-facing professionals — you'll gain practical strategies for strengthening customer partnerships, aligning internal teams, and driving growth even in unpredictable conditions. From navigating geopolitical and economic turbulence to building cross-functional collaboration and activating customer-centric innovation, every session is designed to give you tools you can put to work immediately.

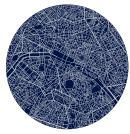
But more than the content, it's the community that makes this conference so impactful. The SAMA network is filled with people who are generous with their expertise, passionate about strategic partnerships, and committed to advancing the practice. The conversations you'll have — both inside and outside the sessions — can reshape how you think about your work, your role, and your future.

If you're committed to deepening customer value, equipping your team with next-level capabilities, or accelerating your organization's SAM maturity, this is your moment. The 2025 Pan-European Conference will help you reconnect with your purpose, sharpen your practice, and walk away with insight that pays dividends.



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96%



96% of attendees of the 2024 SAMA Pan-European Conference rated the overall quality of the conference positively, with an average score of 4.48 out of 5.

66%



66% of the 2024 SAMA Pan-European Conference attendees were first timers, showing the conference's appeal to new participants and growing reach across Europe.



2X

FASTER GROWTH

Strategic accounts have consistently grown 2X over nonstrategic accounts.



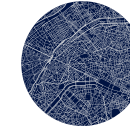
100%

100% of first-time attendees at the 2024 SAMA Pan-European Conference from new SAM programs rated the event as extremely valuable, with a perfect 5.0 average for overall quality.



The value of the SAMA Pan-European Conference, for me, is threefold: connecting with people across diverse industries who share the same customer-focused challenges; listening and reflecting on topics I can apply to day-to-day business and share with my team; and gaining new ideas through a growth mindset — thinking out-of-the-box to grow our business, support our customers, and become better partners.

– Susana Lapuente, Executive Director of Global Sales Excellence, Elanco



95%

Ninety-five percent of companies indicate that they have repaired or saved a major customer relationship through SAM.



10%

Mature SAM programs experience 10% more gross margin over nonstrategic accounts.



SAMA's Pan European Conference brings the real benefit of getting together with a team of practitioners from Europe who are deeply immersed in the practice of strategic account management within their own companies. And there really is no substitute for getting together with people that have seen this and done this in the real world and learning from peers.

– Max Walker, former Director of Strategic Account Management of EMEA at Medtronic and Principal at The Summit Group

Networking was by far the “most valuable aspect” of the 2024 SAMA Pan-European Conference, followed by AI insights, best practices, and benchmarking opportunities.

The ROI of Attending the 2025 SAMA Pan-European Conference

- Transform uncertainty into opportunity. Gain proven strategies and frameworks to navigate today's volatile world. Equip your SAM team to co-create value, lead customer conversations with confidence, and thrive in disruptive environments.
- Tap into real-world expertise from a global SAM community. Learn from top-performing organizations that are redefining strategic customer engagement through data-driven insights, agile account strategies, and innovative approaches to cross-functional collaboration.
- Accelerate business impact through shared best practices. Walk away with actionable takeaways you can immediately apply to drive customer growth, strengthen partnerships, and align internal teams around the accounts that matter most.

The biggest benefit of attending the SAMA Pan-European Conference is interacting with people beyond your own industry – to learn from their experience and share my own experience. For example, I work in pharmaceutical, so my horizon is limited to that industry. But the SAMA Pan-European conferences allow me to talk to colleagues from animal health, diagnostics, med-tech, and the financial industry. It's a huge opportunity and highly valuable.

– Rakesh Vashishta,
Global Head of Customer Facing Execution
Excellence, Boehringer-Ingelheim

Who Should Attend

SAM Program Directors

Strategic/Global/Key Account Managers

Account Team Members

Sales & Marketing Executives

Field Sales Support Strategic Customers

Senior Management (Business Units & Geographies)

Sales Support & Operations

Sales Training & Development

Human Resources

Chief Sales Officers

SAMA's Pan-European Conference offers two learning tracks for Executive/Program Leaders and Strategic/Key Account Managers.

Sessions include topics such as:



● Navigating Geopolitical and Economic Challenges

- Strategies for maintaining strong partnerships during global instability.
- Geopolitical factors affecting supply chains and trade. Insight from experts on how to pivot strategies based on evolving global conditions and what this means for customer engagement.

● Building Resilience in Strategic Partnerships

- Developing adaptive strategies to foster resilience in customer relationships amidst market fluctuations.
- How can organizations co-create solutions with strategic partners to navigate uncertainty? What role does transparent communication and trust play in strengthening these relationships?

● Customer-Centric Innovation in Uncertain Times

- Leveraging customer insights to drive innovation, ensuring offerings align with current client needs.
- Techniques for gathering and utilizing customer feedback in real time. Examples of successful innovative practices through close collaboration with key accounts.

● The Human Element of Customer Engagement

- Strengthening customer relationships in a digital-first world. The importance of empathy and emotional intelligence.
- "How" do we equip our customer-facing teams to have the difficult conversations in the current climate of uncertainty.

● Collaboration Across Departments for Unified Account Strategies

- Best practices for ensuring that all departments align their efforts toward serving strategic customers.
- Establishing cross-functional teams to enhance customer experience. Overcoming organizational silos to deliver consistent messaging and value.

● Data-Driven Decision Making for Strategic Account Management

- Utilizing advanced analytics to understand customer behavior, preferences, and emerging trends.
- Implementing CRM systems and AI tools to gain actionable insights. The importance of data privacy and security in handling sensitive information.

You're in good company ...



Pricing

| | Corporate Member | Individual Member | Non-Member |
|---|------------------|-------------------|------------|
| Early Bird Price (10 September 2025) | €1,500 | €1,650 | €1,800 |
| Price (after 10 September 2025) | €1,700 | €1,850 | €2,000 |

Visit the SAMA website for more details and to register!

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