

2026 SAMA PAN-EUROPEAN CONFERENCE

13-14 October 2026

Hyatt Centric The Liberties Dublin | Dublin, Ireland

www.strategicaccounts.org/2026-pec



S A M A

2026 SAMA Pan-European Conference

Where global account leaders come to connect, learn, and lead.

The SAMA Pan-European Conference brings together a growing community of strategic account management leaders from across Europe and around the world to explore what it takes to create lasting value with strategic customers. As customer expectations evolve, technology reshapes commercial relationships, and organizations seek new paths to sustainable growth, account managers are being asked to deliver more strategic impact than ever before.

This event offers a unique opportunity to learn from practitioners, thought leaders, and organizations that are advancing the discipline through innovative approaches to customer engagement, account planning, value realization, and organizational alignment. Beyond the sessions, attendees gain something equally valuable: access to a diverse network of peers facing similar challenges in different markets, industries, and business environments. Whether you're refining a mature SAM program or building new capabilities, you'll leave with practical ideas, fresh perspectives, and meaningful connections that can help strengthen your organization's approach to strategic customer growth.

“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, *SAM/KAM Consultant, former Director of Strategic Account Management of EMEA at Medtronic*

“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 Commercial Excellence & Data Analytics, DKSH*

The ROI of Attending the 2026 Pan-European Conference



Precision-Driven Strategy

Learn actionable frameworks for aligning internal resources around your most valuable accounts — because misalignment is too costly to ignore.



Peer-Led Insight

Hear from European and global practitioners who are successfully navigating today's challenges — economic, geopolitical, and organizational.



A Growing European Community

Be part of the movement as SAMA deepens its roots in Europe. Connect with peers who share your urgency and ambition to strengthen strategic customer relationships.

“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, *Vice President Supply Chain*, Elanco

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2X FASTER GROWTH

Strategic accounts have consistently grown 2X over nonstrategic accounts.

61%

Sixty-one percent of companies report an increase in customer satisfaction in their strategic accounts.

10%

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

95%

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

conference TRACKS

Critical Skills for Strategic Account Managers

This track is designed for Strategic/Global/Key Account Managers responsible for driving growth, value creation, and long-term partnerships with an organization's most critical customers. Sessions focus on the skills, tools, and approaches SAMs need to succeed in complex, multi-stakeholder enterprise environments.

Sessions in this track address financial skills, executive presence, leveraging AI, collaborating cross-functionally, engaging C-suite stakeholders, navigating customer organizations, uncovering growth opportunities, co-creating value, and shifting from seller to trusted advisor and business partner. Attendees will leave equipped to strengthen relationships, accelerate growth, protect revenue, and elevate their strategic impact within customer organizations.

SAM Program Design, Structure, and Management

This track is designed for senior leaders responsible for the strategy, governance, and performance of strategic account management programs, including Executives, SAM Program Leaders, Managers of SAMs, and Learning & Development. Sessions focus on how to design, scale, and continuously evolve SAM programs that deliver measurable business impact — for customers and for the enterprise.

Program leaders will explore best practices and real-world lessons across the full SAM lifecycle, including program architecture, account selection and segmentation, executive sponsorship models, talent and role design, enablement and certification, metrics and ROI, and cross-functional alignment. Emphasis is placed on moving beyond theory to execution — what works, what doesn't, and how to course-correct as programs mature.

This track also addresses today's most pressing challenges for SAM leaders: aligning SAM with corporate strategy, gaining and sustaining executive support, proving value through outcomes and results, integrating digital and AI-enabled tools, and building future-ready capabilities across global and complex organizations.

Who Should Attend

SAM Program Directors

Strategic/Global/Key Account
Managers

Account Team Members

Sales & Marketing Executives

Field Sales Supporting Strategic
Customers

Senior Management (Business
Units & Geographies)

Sales Support & Operations

Sales Training & Development
Human Resources

Chief Sales Officers

“The best thing about the SAMA Pan-European Conference is really the engagement with other professionals. It's a very intimate setting — a space where you can really drive conversation.

People at the SAMA Pan-European Conference are very ready to lean in. They're looking at the world, their customers, and the issues facing strategic account management from a lot of different lenses — globally, culturally, politically, geopolitically. And I think it's the right place to have those conversations.”

– Shakeel Bharmal, *Senior Vice President*, The Summit Group

“This was my first time at the SAMA Pan-European Conference, and it's been amazing — especially sharing insights on generative AI for SAM and hearing what others are doing with account planning and new technologies. There's real value in connecting across industries, learning what's happening in other areas, and applying it to my work. Even casual roundtable talks offer huge value through shared challenges and ongoing peer support.”

– Khushtar Pandit, *KAM Data and Tech Lead*, ZS Associates

Pricing

	Corporate Member	Individual Member	Non-Member
Price (after 11 September 2026)	€1,600	€1,800	€2,000

Bring your team! Save \$100 per person at every level when you register for groups of 3 paid attendees or more.

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Visit the SAMA website for more details and to register! www.strategicaccounts.org/2026-pec