

KEY ACCOUNT MANAGEMENT MASTERCLASS

19-20 MARCH 2026

BUDAPEST,
HUNGARY



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Facilitated by

WARWICK BROWN

The KAM Coach



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Unlock the future of account management at our game-changing seminar! Dive into hands-on AI strategies and practical lessons that will transform your approach to key accounts.

SESSIONS INCLUDE



**Strategic Growth
through AI and
Digital
Engagement**



**Digital Tools for
Account Growth
and Efficiency**



**Strategic
Innovation in Key
Account
Management**

REVOLUTIONIZING KEY ACCOUNT MANAGEMENT: AI DRIVEN GROWTH AND RETENTION STRATEGIES

Join us for a game-changing seminar designed for **Key Account Managers** who want to get ahead in today's digital world.

This two-day event is packed with hands-on lessons on using artificial intelligence (AI) to grow and keep your key accounts.

You'll learn the best, practical ways to manage key accounts and use AI to make real changes. It's all about learning by doing, and you'll leave with strategies you can start applying right away to help your business stand out.

More info & contact:

WWW.KAMEUROPE.EU

2025 KAM MASTERCLASS

Key Account Management Certified Practitioner in AI-Driven Growth, Customer Loyalty and Strategic Value

Overview

In a business world increasingly dominated by technology and remote interactions, the need for Key Account Managers (KAMs) to adapt and innovate has never been more critical. This exclusive seminar is meticulously crafted for seasoned KAMs aiming not just to meet but exceed in their roles by leveraging artificial intelligence (AI) and mastering digital relationships for significant account growth and retention. The program promises practical, ROI-focused strategies ensuring participants can demonstrate the direct benefit of their attendance to decision-makers.

This advanced training program goes beyond traditional KAM methodologies, equipping seasoned Key Account Managers with the latest tools and strategies to not only adapt but thrive in the digital age. By focusing on practical, high-ROI tactics and the strategic use of AI and digital tools, attendees will leave poised.

Set in the inspiring city of Zagreb, this two-day seminar offers a unique blend of advanced KAM strategies, hands-on learning, and networking opportunities. Designed for high-achieving Key Account Managers, the program promises to enhance your strategic capabilities, ensuring you and your organization stay ahead in the competitive landscape of key account management.

Unique selling points

Innovative Content: Stress the advanced nature of the material, specifically designed for KAMs ready to adopt AI and digital strategies to not only adapt but excel in their roles.

Hands-On Learning: Highlight the interactive workshops where participants can directly apply what they've learned to develop customised account growth plans. This practical application of knowledge ensures that they can immediately implement these strategies in their roles.

Networking Opportunities: With a targeted audience of high-achieving KAMs, the event offers unparalleled networking opportunities. Attendees can connect with peers facing similar challenges and share insights and strategies.

ROI-Focused: Emphasise how the seminar is designed to provide attendees with strategies that have a direct impact on revenue growth and customer retention, ensuring they can justify the investment to their organizations.

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Seminar Focus

AI-Driven Strategies: Learn to deeply understand and anticipate the needs of key accounts, leading to personalised account management and enhanced client satisfaction.

Digital Tools Exploration: Explore the latest digital tools and platforms, like Google Gemini, to streamline KAM processes, improve efficiency, and boost customer engagement.

High-ROI Relationship Strategies: Develop hands-on experience in crafting relationship strategies that nurture and strengthen connections with key accounts in a digital-first world.

Insightful Account Intelligence: Master leveraging data and AI for insightful intelligence, enabling the identification of growth opportunities and the crafting of tailored strategies.

Innovative Digital Engagement: Gain practical knowledge on integrating innovative digital engagement techniques into your account management practices to stay competitive.

Sophisticated Upselling Tactics: Acquire tactics for upselling and cross-selling within key accounts, using a strategic, data-driven approach to unlock new revenue streams.

Compelling Business Cases: Construct compelling business cases for KAM initiatives, focusing on financial metrics and strategic benefits to secure buy-in from senior leadership.

Customised Growth Plans: Apply insights and strategies learned to develop a customised account growth plan, ensuring immediate actionable steps post-seminar.

Integration of KAM and AI Tools: Integrate KAM best practices with accessible AI-driven tools like ChatGPT, simplifying advanced analytics and strategies for all KAM professionals.

Workflow Enhancement: Discover how accessible tools can streamline workflows, enhance decision-making, and improve overall effectiveness for daily activities.

Simplification of Technology Adoption: Simplify the adoption of AI and digital tools in KAM, making technology accessible without deep technical expertise.

Digital Relationship Mastery: Master digital relationship-building using accessible platforms, ensuring KAMs can nurture and grow their accounts with the latest technology.

Effective Communication Strategies: Develop strategies to effectively communicate the benefits of integrating easy-to-use digital tools into KAM practices to stakeholders.

Networking and Community Building: Network with peers to share experiences and best practices in utilising accessible AI and digital tools in key account management, fostering a supportive community.

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Who should attend?

Key Account Management Teams together with their Director / Senior Exec in charge, as benefits multiply when team and leaders attend together.

Key Account Managers & Senior Key Account Managers. To gain cutting-edge strategies that leverage AI for deeper insights and personalised account management, ensuring they stay ahead in highly competitive markets.

Director of Client Services. To learn about innovative digital engagement and relationship-building strategies that can enhance the quality of service and retention rates of high-value clients.

Customer Success Managers. For insights into using AI and digital tools to predict customer needs and improve satisfaction, directly impacting customer retention and growth.

Sales Managers with Key Account Responsibilities. To acquire advanced tactics for identifying upselling and cross-selling opportunities within key accounts using data-driven approaches.

VP of Sales or Sales Directors. To understand the strategic application of AI in key account management, optimising sales strategies, and driving revenue growth.

Business Development Managers. To explore new ways of leveraging digital tools and AI for innovative partnership opportunities and strategic account growth.

Strategic Account Coordinators. For hands-on experience in developing customised account growth plans that incorporate the latest AI insights and digital relationship management strategies.

Each of these roles stands to benefit significantly from the advanced insights, strategies, and networking opportunities provided by the seminar, ensuring they are well-equipped to meet and exceed in the evolving landscape of key account management.

Benefits of attending

For Key Account Managers

Enhanced Strategic Skills: Attending equips Key Account Managers with the latest AI-driven strategies and digital tools, enhancing their ability to manage and grow key accounts strategically.

Improved Client Engagement: Learn innovative techniques for digital engagement, leading to stronger, more personalised client relationships and higher client satisfaction.

Increased Efficiency: Discover accessible tools that streamline account management processes, allowing for more efficient use of time and resources.

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Competitive Edge: Gain a competitive advantage by mastering cutting-edge approaches to account growth and retention, setting themselves apart in the job market.

Professional Development: Opportunity for personal and professional growth through hands-on workshops, networking, and exposure to the latest industry trends and practices.

For Sales Directors and Senior Sales/Commercial Leaders

Strategic Advantage: Understand how integrating AI and digital strategies into key account management can drive significant growth and competitive advantage for their teams and organizations.

Leadership Development: Acquire insights into leading-edge management practices and technologies, enabling them to guide their teams more effectively and foster a culture of innovation.

Revenue Growth: Learn sophisticated tactics for identifying upselling and cross-selling opportunities, contributing to increased revenue and profit margins.

Stakeholder Alignment: Master the art of constructing and presenting compelling business cases to secure buy-in from senior leadership and align KAM initiatives with organizational goals.

Networking Opportunities: Connect with other leaders to share challenges, strategies, and successes, enhancing their leadership skills and industry connections.

For the Organization

Elevated Account Management: Elevating the skills of Key Account Managers and sales leaders directly impacts the effectiveness of client management, leading to improved client retention and growth.

Innovation and Adaptability: By adopting the latest AI-driven strategies and digital tools, the organization stays ahead of the curve, fostering a culture of innovation and adaptability.

Enhanced Reputation: Demonstrating a commitment to professional development and cutting-edge practices enhances the organization's reputation as a forward-thinking, client-centric company.

Strategic Growth: The strategic insights and techniques acquired can be directly applied to drive organizational growth, optimise key account strategies, and improve the bottom line.

Talent Retention and Attraction: Offering professional development opportunities like this seminar helps retain top talent and attract high-calibre professionals who value continuous learning and growth.