

'Creating Strategic Partnerships'

A half-day seminar for Cleantech

Introduction

Following on from our previous workshop, it has been requested that, in addition to our focus on the partnership issues of the small companies we spend some time exploring the challenge facing the large companies in sponsoring partnerships with small yet agile organizations. We have also been asked to develop a process/tool to help both sets of companies in defining and managing the relationship.

Proposed Agenda

Timings	Delegates	Agenda Item	Content
09:00 – 09:15	All	Introductions and overview of workshop	
09:15 – 09:30	All	Case Study	A short presentation by two companies who have successfully partnered together with their views on the requirements for a successful partnership.
09:30 – 11:00	Large Companies	Partnering for Success	During this workshop we will look at the challenges of selecting and supporting small companies and developing a win-win relationship without dominating the smaller organization. We will get the companies in breakout groups to explore the criteria they look for in partnering with smaller, innovative and agile companies.
	Small Companies	Finding the Right Strategic Partner	During this workshop we will look at the challenges of finding a channel to market through larger established companies. We will explore the partnership principles and options and we will get the companies, in breakout groups, to detail what they are looking for in a strategic partner.
11:00 – 11:15		BREAK	
11:15 – 12:00	All	Presenting their findings	Each group will present their thinking and findings to the whole group and we will discuss and agree key success factors
12:00 – 12:45	All	Using methodology and tools to sustain win-win partnerships	World Class companies use methodologies and tools to help define and manage win-win long-term relationships. In this session we will look at some tools available including Miller-Heiman's Channel Partner Management Process and introduce a customized simple tool for companies on this program to use
12:45 – 13:00	All	Wrap-up	
13:00 – 14:00		LUNCH	