

Partnering for High Impact & High Performance

Jan 31, 2008

8:30 AM – 2 PM

**3636 American River Drive,
2nd Floor, Sacramento**

Lunch provided at the event

*A "How to Workshop" for
CEOs, Marketers, Sales &
Alliance Executives to
create and execute
strategic partnerships*



Featured Expert:

*Mike Agron, a 25 year history of
building successful partnerships
with technology leaders such as
Apple, Oracle & Mapinfo*

REGISTRATION

TechCoire Members: \$79
AMASV Members: \$99
General Registration: \$149

Groups of 3 or more, please
call 916-458-5270 for group
registration.

 www.techcoire.com

You've got a great business, product or go-to-market idea that you want to launch, or you want to increase revenue and expand your current market share. In today's fast paced economy, partnering is no longer an option, it's a given. To ensure you gain market traction before your competition does, how do you go about creating that strategic partnership that works to your advantage, and that of your partners?

If partnering is on your mind in 2008, the upcoming hands-on workshop from TechCoire might just be the perfect event for you. Mike Agron, a 25 year partnering champion with technology leaders such as Apple, Oracle and MapInfo will coach you on understanding the practical criteria to create and manage high performing partnerships. He'll discuss:

- Partnering Ecosystem Concepts & Partnering Options To Consider
- Getting Beyond the Allure of *Press Releases & PowerPoint Partnerships*
- Developing Your Partnership Framework & Action Plan
- Real Life Case Studies
- Completing your High-Performance, High-Impact action plan
- Open discussion on selected participants case studies
- Summary of Best Practices – What Works and What Doesn't?

You will walk away from this workshop with a solid understanding of key partnership engagement scenarios, how to create a framework and key insights into the strategies, tactics and best practices to create and execute a successful partnership. Seating is limited, so register today at www.techcoire.com.

WHO SHOULD ATTEND

- CEOs/ CxOs
- Entpreneurs/Founders
- BD/Alliance/Channel Executives
- Product Managers
- Marketing Managers
- Sales Executives

"Mike is a real pro and his enthusiasm is 2nd to none. Goal oriented, Mike always delivers and does not forget what the meaning of "partner" is. He is dedicated to delivering value and results" - Tom Villani, VP Global Alliances, MicroStrategy

"Mike's commitment ensured that our partnering efforts created a win for both companies and his creativity in developing new partnering initiatives helped us drive business together"
Michael Lucca, Director, Unisys Corporation