



presents

The 2002 Strategic Alliances Conference:

Formulating and Executing Successful Alliances Strategy

Sponsored by:

Booz | Allen | Hamilton

April 9-10, 2002

Waldorf=Astoria

New York, NY

Hear the latest thinking about:

- Optimizing the enterprise boundary by formulating winning alliance strategies
- Forming alliances for cost and risk reduction, growth, and globalization
- Lessons learned from alliance successes and failures
- Building advantaged alliance management capabilities
- Creating the target alliance portfolio
- Creating and participating in successful consortiums

About The Conference Board

The Conference Board is the world's leading business membership organization. Its membership includes over 3,300 enterprises worldwide in 63 countries. The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

As a global, independent, public-purpose membership organization, we conduct research, bring executives together to learn from one another, convene conferences, publish information and analyses, make forecasts, and assess trends.

As a not-for-profit organization, The Conference Board holds 501(c)(3) tax-exempt status in the United States.

Why Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

The Conference Board
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www.conference-board.org



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Dear Colleague:

Alliances continue to grow in importance as an enabler and driver of corporate and business unit strategies. Our eighth annual conference on strategic alliances will present the latest strategic know-how to ensure the effective formulation and execution of alliance strategies. As competitive pressures escalate, explicit alliance strategy formulation becomes an essential part of the strategic planning process. To date, few companies have developed this capability and, as a result, alliances represent a largely untapped degree of strategic freedom.

This conference will provide you with the strategic planning tools needed to identify optimal enterprise boundaries. It also will equip you with the alliance management tools required to build a powerful network of allies. From strategic alliance leaders, practitioners and authorities, you'll hear the latest thinking about: optimizing the enterprise boundary; forming alliances for cost and risk reduction, growth, and globalization; building advantaged alliance management capabilities; creating and participating in successful consortiums; creating the target alliance portfolio, and lessons learned from alliance successes and failures.

We look forward to seeing you in New York.

Sincerely,



Ronald M. Cowin
Conference Program Director
The Conference Board



Bruce A. Pasternack
Senior Vice President
Booz Allen & Hamilton

Tuesday, April 9, 2002

Welcome & Introduction: 9 – 9:15 am

Keynote Address: Formulating and Executing Successful Alliance Strategies

Session A: 9:15 – 10:15 am

Our keynote speaker is the leader of IBM's Global Small and Medium Business (SMB) and a member of IBM's Worldwide Management Committee. SMB and its network of business partners offer companies in its market segment a comprehensive portfolio of solutions. This customer segment is growing faster than the overall IT marketplace. It's a market in which IBM now has 23 strategic alliances.

Marc B. Lautenbach

General Manager

Global Small & Medium Business

IBM Corporation

Networking Break: 10:15 – 10:45 am

How to Optimize the Enterprise Boundary

General Session B: 10:45 am – 12 noon

David Moloney co-leads Booz Allen's strategic alliance practice and recently co-authored the firm's latest alliance viewpoint "*The Allied Enterprise*".

He also regularly contributes to the firm's intellectual capital base in the areas of strategy formulation, alliance management, and third party distribution. In this session, David will present the firm's latest thinking on how to optimize the enterprise boundary through alliance enabled and alliance driven strategy formulation.

David Moloney

Principal

Booz Allen & Hamilton

To register today, call Customer Service at

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Alliance Successes and Failures: Lessons Learned

Luncheon Session C: 12 noon – 1:45 pm

Our luncheon speaker is a leading authority on strategic alliances. He is co-author of *Smart Alliances*, the world's number one selling book on strategic alliances. As National Director of Corporate Alliances for the investment-banking firm of Houlihan Lokey Howard & Zukin, he works with “midsize” and “breakout” firms to form a variety of strategic partnerships.

Peter Pekar, Jr.

National Director of Corporate Alliances
Houlihan Lokey Howard & Zukin

Concurrent Sessions (D1, D2 & D3)

Alliances for Globalization

Session D1: 2 – 3:30 pm

Topics to be discussed include:

- Developing a global alliance strategy
- What makes a cross-border alliance different
- Building and managing a global alliance portfolio
- Some common sense traps to avoid

Srinivasa Rangan

Kingsbury Term Chair Professor of Strategy
and International Business

Babson College

Co-author: *Strategic Alliances:
An Entrepreneurial Approach to
Globalization*

Cene Tyndall

Executive Vice President

Global Supply Chain Solutions

Ryder System, Inc.

Visit our Web site at

www.conference-board.org/alliances.htm

Alliances for Cost and Risk Reduction

Session D2: 2 – 3:30 pm

Topics to be discussed include:

- Why alliances for cost and risk reductions are important
- Various forms of cost and risk reduction alliances, such as:
 - With customers and suppliers
 - Insourcing
 - Outsourcing
 - R&D partnerships
- Other forms of cost and risk-driven alliances

Anne Chung

Principal

Booz Allen & Hamilton

Tim Laseter

Partner

Booz Allen & Hamilton

Successfully Creating and Participating in Consortiums

Session D3: 2 – 3:30 pm

Topics to be discussed include:

- When consortiums make sense
- Forms of consortiums
- Dealing with competitors
- Dealing with many partners concurrently

A case study of a successful consortium will be presented.

James Geschke

Vice President and General Manager
Electronic Business
Johnson Controls, Inc.

Andrew N. Liveris

Business Group President
Performance Chemicals
The Dow Chemical Company

Networking Break: 3:30 – 4 pm

Concurrent Sessions (E1, E2 & E3)

Sessions D1, D2 and D3 are repeated to give you an opportunity to attend another session.

Alliances for Globalization

Session E1: 4 – 5:30 pm

Alliances for Cost and Risk Reduction

Session E2: 4 – 5:30 pm

Successfully Creating and Participating in Consortiums

Session E3: 4 – 5:30 pm

Visit our Web site at

www.conference-board.org/alliances.htm

Networking Reception: 5:30 – 7 pm

Hosted by

Booz | Allen | Hamilton

Wednesday, April 10, 2002

Building Advantaged Alliance Management Capabilities

General Session F: 9 – 10:15 am

Topics to be discussed include:

- Why alliance management can provide competitive advantage
- Alliance management components
- A blueprint for an advantaged alliance capability
- Getting started

Ben Gomes-Casseres

Professor

Brandeis University

Author: *The Alliance Revolution:*

The New Shape of Business Rivalry

Steve Steinhilber

Vice President, Strategic Alliances

Cisco Systems, Inc.

Networking Break: 10:15 – 10:45 am

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Creating The Target Alliance Portfolio

General Session G: 10:45 am – 12 noon

Topics to be discussed include:

- Specifying alliance imperatives
- Identifying roles to be played by alliance partners
- Identifying target industry segments and partners
- Evaluating potential partners
- Closing the deal

Alan Dunton M.D.

President, Janssen Research Foundation
Janssen Pharmaceutical

Conference Summary and Concluding Remarks

General Session H: 12 noon – 12:20 pm

Adjournment: 12:20 pm

Optional Luncheon Session: 12:30 – 1:30 pm

A lunch will be provided for those who stay for the afternoon optional session on “Alliances 101: Foundation Knowledge.”

Visit our Web site at

www.conference-board.org/alliances.htm

Optional Session I

Alliances 101: Foundation Knowledge

Session I: 1:30 – 3:30 pm

In response to suggestions from participants in our previous strategic alliances conferences, we are offering this optional session on the “foundation knowledge” Booz Allen & Hamilton Inc. has assembled on strategic alliances. Speakers will share and discuss with you Booz Allen & Hamilton’s years of research on thousands of alliances, and its firsthand experiences assisting some of the world’s most successful alliance companies. Topics to be covered will include:

- The case for alliances
- Formulating winning alliance strategies
- Alliance formulation tools
- Alliance portfolio management
- Building an institutionalized alliance management capability

Participants will also receive an additional “*Alliance Foundation Knowledge Compendium.*”

Karla Martin

Principal

Booz Allen & Hamilton

David Moloney

Principal

Booz Allen & Hamilton

To register today, call Customer Service at

212 339 0345

The 2002 Strategic Alliances Conference

Online www.conference-board.org/alliances.htm

By Phone Call Customer Service at 212-339-0345
8 am to 7 pm ET Monday through Friday

By Fax Complete the registration form and fax to:
212-836-9740

By Mail Complete the registration form and mail to:
The Conference Board, Inc.
P.O. Box 4026, Church Street Station
New York, NY 10261-4026

Cancellation Policy

Full refund until three weeks before the meeting.

\$250 administration fee up to two weeks before the meeting.

No refund later than two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Strategic Alliances Conference.

Waldorf=Astoria
301 Park Avenue
New York, NY
Tel: 212 355 3000
Fax: 212 872 7272

Cut-off date: March 18, 2002

Airline Information

For special airline discounts, please call our Customer Service Department at 212-339-0345.

Unconditional Guarantee

For more than 80 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.