

**LEADERSHIP & MANAGEMENT | COURSE BROCHURE**

# Strategic Alliances and Partnership Management

5 days | Classroom training | English

**SMART HORIZON**

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Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



# Course content

## Why attend

Alliances, joint ventures and strategic partnerships can open markets and capabilities faster than organic growth, yet many fail through misaligned goals or poor governance. This course covers the full partnership lifecycle: selecting partners, structuring agreements, setting up governance, managing performance and conflict, and renewing or exiting partnerships.

Partnerships demand different skills from internal management. You will learn how to create partnerships that last and deliver value for both sides.

## Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

## Course methodology

Partnership case studies, partner selection exercises, governance design workshops and negotiation simulations.

## Course objectives

By the end of this course, participants will be able to:
- Explain types of strategic alliances and partnerships
- Select and assess suitable partners
- Structure agreements and value sharing
- Design partnership governance
- Manage performance, trust and conflict
- Plan renewal or exit

## Target audience

This course is suitable for:
- Business development managers
- Partnership and alliance managers
- Senior executives
- Commercial and legal advisers
- Public-private partnership managers



# Course content

## Target competencies

Participants will develop competencies in:

- Partner selection
- Agreement structuring
- Governance
- Relationship management
- Conflict resolution

## Course outline

### Day 1: Why Partner

| | |
|---|---|
| **09:00–10:08** | Types of alliances |
| **10:08–11:00** | Strategic rationale |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Strategic rationale (continued) |
| **11:45–12:53** | Reasons partnerships fail |
| **12:53–14:00** | Case study |

### Day 2: Selecting Partners

| | |
|---|---|
| **09:00–10:08** | Partner criteria |
| **10:08–11:00** | Due diligence |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Due diligence (continued) |
| **11:45–12:53** | Cultural fit |
| **12:53–14:00** | Exercise: partner scorecard |

### Day 3: Structuring Agreements

| | |
|---|---|
| **09:00–10:08** | Contribution and value sharing |
| **10:08–11:00** | Key contractual terms |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| 11:30–11:45 | Key contractual terms (continued) |
| 11:45–12:53 | Joint venture structures |
| 12:53–14:00 | Negotiation simulation |

## Day 4: Governance and Performance

| | |
|---|---|
| 09:00–10:08 | Steering committees |
| 10:08–11:00 | Partnership KPIs |
| 11:00–11:30 | **Coffee break** |
| 11:30–11:45 | Partnership KPIs (continued) |
| 11:45–12:53 | Managing conflict |
| 12:53–14:00 | Workshop: governance design |

## Day 5: Renewal and Exit

| | |
|---|---|
| 09:00–10:08 | Health checks |
| 10:08–11:00 | Renewing the relationship |
| 11:00–11:30 | **Coffee break** |
| 11:30–11:45 | Renewing the relationship (continued) |
| 11:45–12:53 | Planned exits |
| 12:53–14:00 | Action plan |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



# Course content

## Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Frankfurt<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€2,650.–** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,250.–** |
| Rome<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€2,450.–** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€1,250.–** |
| London<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€2,450.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€1,250.–** |
| Dubai<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€1,890.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€1,250.–** |
| Vienna<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€2,940.–** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€1,890.–** |
| Online<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€1,250.–** |
| Barcelona<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€2,840.–** |
| Online<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€1,890.–** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Barcelona<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€1,250.-** |
| Vienna<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€2,940.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€1,250.-** |
| London<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Istanbul<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **€1,250.-** |

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

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View the latest course details online