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29**NEW! IWF UK Breakfast with Allyson Stewart-Allen**by IWF UK [Follow](#)

£20 – £25

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[Tickets](#)**Date And Time**

Wed, 29 January 2020

08:00 – 10:00 GMT

[Add to Calendar](#)**Location**

The Royal Society of Medicine

1 Wimpole Street

London

W1G 0AE

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Eventbrite's fee is nonrefundable.

**Description**

As anyone who has worked in America can testify, there are more differences than similarities between Americans and most business cultures. Luckily IWF UK member Allyson Stewart-Allen's book *Working with Americans*, in its newly published second edition, insightfully explains exactly how to conquer the world's largest economy. Recognised as the first-ever business manual examining how to succeed in the USA, *Working with Americans* guides professionals at any level through the best way to

influence, communicate and negotiate with their American counterparts. Whether it's understanding communication styles or what matters across the pond, no stone is left unturned in this best-selling guide.

So how can professionals break into the US market? Allyson will explain how to confidently navigate this large, complex and profit-making economy. She'll cover everything from how and why US history has shaped American ways of doing business, to exactly what the rules of the game are when trying to impress your American counterparts.

Whether you're new to working with Americans, or an experienced internationalist looking to brush up your skills, Allyson will deliver her top tips for connecting with US colleagues, customers and other counterparts to ensure you can build long-lasting and profitable business relationships.

Allyson Stewart-Allen is a renowned educator, advisor, author, speaker and Non-Executive Director whose expertise in brand internationalisation and creating in-company leadership development programmes is sought by global businesses.

A Californian based in Europe for over 30 years, Allyson applies her extensive international consulting experience, MBA education with Dr. Peter Drucker and languages (French, German) to the company she founded, [International Marketing Partners](#).

She has advised more than 200 businesses in 26 countries including Aegis, BAE Systems, Burberry, Cadbury, Coach, HSBC, Lufthansa, NBC Universal, SAB Miller and Shell and serves as a Board member of the Chartered Institute of Marketing.

Author of best-selling book [Working with Americans](#) (2nd Edition, Routledge Nov 2019), the *first* business manual exclusively about the US business culture, which helps professionals improve their relationships with, and profits from, American business partners, bosses and colleagues.

An experienced and frequent commentator, she lends her insights to broadcast, print and digital media across the globe. Besides her 4-year slot for Sky News as *The Muse of Marketing*, she has appeared on several television shows, including five seasons of BBC's *The Apprentice* and CNBC's *The Business Class*. Other outlets regularly applying her insights include [BBC News](#), [ITV News](#), [CNN](#), [The Financial Times](#), [Bloomberg](#), [USA Today](#), [Business Week](#), [The Wall Street Journal](#), [Newsweek](#) and [Fortune](#) magazines.

A frequent keynote speaker at international conferences, Allyson has appeared on the platforms of The Global Peter Drucker Forum, The Conference Board and Financial Times Board Directors Programme. She is also a judge for the National Business Awards, WeQual Awards, CBI/Amazon Growing Business Awards, PwC UK Private Business Awards and serves as Chair of Marketing Judges for The International Business Awards and the Chartered Institute of Marketing's Marketing Excellence Awards. She is one of the original mentors for the Mayor of London's [International Business Programme](#).

For anyone interested in purchasing Allyson's book, IWF UK members are offered a 30% discount if purchased before 31 Dec 2019. [Click here to order](#), using code "ADS19".

Guests are welcome.

Please advise [office@iwforumuk.org](mailto:office@iwforumuk.org) of any diet or allergy concerns on booking, thank you

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**IWF UK**

Organiser of NEW! IWF UK Breakfast with Allyson Stewart-Allen

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