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Networking & Events

How to Keep US and UK Business Relationships: A Covid-19 Trans-Atlantic Marketing Primer

Time: 14:30 - 15:15

Date: 21/05/2020

Venue: ClickMeeting

Division: Transatlantic

General Price

Member Price: Free

Future Faces Members: Free

Non-Member Price: Free

All prices exclude VAT

Hosted by:



INTERNATIONAL MARKETING PARTNERS

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Event Description:

As UK and US companies place their bets on how to keep customers and clients loyal in the face of the massive business interruption posed by Covid-19, this 45 minute webinar will explore what you and your teams can do to:

- ***Know what drives consumer and client behaviour in the US and UK business cultures***
- ***Learn from B2B and B2C brands that are successfully retaining and growing revenues from their respective US and UK markets***
- ***De-risk your influencing, communication and negotiation strategies with your American and British B2B/B2C relationships so they're effective in these business cultures***

About the speaker:

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

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.

Allyson is co-author of both editions of her 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.

Besides her advisory work, Allyson is engaged for her award-winning corporate education experience by the Fortune 100 and world-leading business schools including Said Business School Oxford University where she is an Associate Fellow, London Business School, Duke Corporate Education, HEC Paris and The Moller Centre Cambridge University amongst others. She is the first-ever two-time recipient of the Excellence in Practice Award from the European Foundation for Management Development acknowledging her custom leadership programmes for Lufthansa and BAE Systems.

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 the past four seasons and this upcoming season of BBC's *The Apprentice* as well as CNBC's *The Business Class*. Other outlets 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, Wilton Park and the Institute of Directors conferences. In addition to her role as a Board member of the Chartered Institute of Marketing, she is a judge for the National Business Awards, WeQual Women in Business 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 a Mentor for the Mayor of London's International Business Programme and a member of the Board of the Chartered Institute of Marketing.

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 <p>Employment & Commercial Law Advice</p> <p>Thursday 7th May 2020 12pm - 12.45pm Online Webinar</p> <ul style="list-style-type: none">• Queries about paying rent and forfeiture• Contract law• Furlough Scheme and employment law implications <p>BOOK NOW</p>	 <p>Supporting Business through Covid-19</p> <p>Tuesday 12th May 2020 9.30am - 10.15am Online Webinar</p> <ul style="list-style-type: none">• Impact of coronavirus on SME customers• How the bank is looking to support its customers• Coronavirus Business Interruption Scheme (CBILs) <p>BOOK NOW</p>	 <p>Mind The GAP</p> <p>The Chamber's analysis of Coronavirus business support and the gaps that need filling.</p> 
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