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Networking & Events

Working with Americans, an evening with Allyson Stewart-Allen

Time: 17:30 - 19:30

Date: 21/11/2019

Venue: Mills & Reeve LLP

Division: Transatlantic



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General Price

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Event Description:

About the event:

Cracking the Code: How to Work with Americans

Anybody who has ever done business with Americans can testify that there are more differences than similarities between the US business culture and those in the rest of the world. Whether it's values, etiquette, communication, influencing or negotiating, there's a clear American style. How you go about building successful and profitable business relationships in the US should be guided by the many important lessons and insights offered in this essential talk. Author Allyson Stewart-Allen will offer you a deeper understanding of America's business mindset, diversity and regions so you can confidently navigate this large, complex and profit-making economy. Whether new to working with Americans or an experienced internationalist, her top tips for connecting with US colleagues, clients, customers or consultants will reveal what drives American informality, schedules and the desire to combine fun with business.

This event will include welcome drinks and canapes for the evening followed by a keynote speech from Allyson Stewart-Allen, Founder & CEO, International Marketing Partners.

About our keynote speaker:

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

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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 Saïd 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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