

**NEGOTIATING WISELY:  
STRATEGIES FOR BETTER OUTCOMES IN IP DEALS**

<b>DAY 1</b>		
8.30	<b>Welcome and Introductions</b>	
9.00	<b>Preparing for a negotiation of a IP deal</b>	Making sure its not over before you begin. Preparing strategically. What to make sure you do before the negotiation starts. Finding out about the other party. Sources of information. Tools to help preparations. Identifying interests and needs. BATNAs. Benchmarking the deal. Your team and their roles.
9.45	<b>Preparing for a negotiation of a IP deal (cont)</b>	As above, continued
10.30	<b>Morning Tea &amp; Networking</b>	
11.00	<b>Negotiate Interests, not Positions, in a IP deal</b>	The effect of negotiating positions on a deal. What are interests and needs? Why negotiate interests and needs instead of positions, and why doing so achieves better outcomes in a deal. Strategies for negotiating interests and inventing options. Making the other party want to negotiate interests instead of positions.
11.45	<b>Starting the Negotiation of a IP deal: Strategies at first meetings</b>	Creating the right mood or climate for a deal. Information gathering. Asking questions as a strategy. Controlling the issues in a negotiation – setting the agenda for the issues you want to address. Agenda setting strategically. Making the other party informed. Accommodation. Momentum in a negotiation and how to maintain it.
12.30	<b>Lunch &amp; Networking</b>	
1.30	<b>Negotiation Exercise</b>	Participants are divided into teams, presented with a negotiation scenario, and challenged to implement the strategies covered in the workshop to find solutions to the negotiation challenge set, in a role play exercise.
2.45	<b>Negotiating Money Terms in a IP deal</b>	Strategies to more effectively negotiate money terms in a transaction. Strategies to carve up a fixed pie. Strategies to effectively expand the pie, and then to more effectively carve it.
3.30	<b>Afternoon Tea &amp; Networking</b>	
4.00	<b>Negotiating Money Terms in a IP deal</b>	As above, continued
4.45	<b>Negotiating with Difficult People in a IP deal</b>	Strategies for dealing with a difficult party. How to handle a difficult negotiator – things to make sure you do, and their effect on the difficult negotiator. Strategies and techniques including reframing. How to find joint solutions.
5.30	<b>Close</b>	

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DAY 2		
9.00	<b>Term Sheets as a Negotiation Tool in a IP deal</b>	What a term sheet is. How a term sheet can be used as a negotiation tool. Types of term sheets. How to prepare the right type of term sheet. Effect of term sheets on the negotiation, the parties' relationship, and the length, outcome, and cost of the negotiation.
9.45	<b>Overcoming an impasse and other strategies in a IP deal</b>	Strategies to overcome an impasse. The 'No' word. Position statements. Negotiating by email. Multi-party negotiations and effective multi-party negotiation strategies. Review methods.
10.30	<b>Morning Tea &amp; Networking</b>	
11.00	<b>Influence and Persuasion in a IP deal</b>	Influence and persuasion techniques and strategies. Things that make you able to persuade. Creating a climate that enables you to persuade. Techniques that don't persuade, and those that do. Persuasion tools that every negotiator needs to have.
11.45	<b>Influence and Persuasion in a IP deal (cont)</b>	As above, continued.
12.30	<b>Lunch &amp; Networking</b>	
1.30	<b>Negotiation Exercise</b>	Participants are divided into teams, presented with a negotiation scenario, and challenged to implement the strategies covered in the workshop to find solutions to the negotiation challenge set, in a role play exercise.
2.45	<b>"Dirty Tricks" in a Negotiation and How to Deal with Them</b>	Common "dirty tricks" that a party negotiating may employ. Recognising them. How to respond to them, and how to deal with them effectively to neutralise them or to lessen their effect.
3.30	<b>Afternoon Tea &amp; Networking</b>	
4.00	<b>The Cultural Factor in a Negotiation</b>	Awareness of cultural aspects in negotiating. Cultural themes and considerations to assess and be informed about to effectively negotiate in a cultural context. Observations on negotiating with American, European and Asian parties.
4.45	<b>The Cultural Factor in a Negotiation (cont)</b>	As above, continued.
5.30	<b>Close</b>	