

Rome - May 27-28, 2008

# Negotiation At Its Best

includes free admission to  
*The future of negotiation teaching* symposium, May 29-30

*Top experts from the world's leading law and business schools join forces to help you master the multi-disciplinary science of negotiation*

*Learn by doing – the highly interactive, skills-based program provides practical tools you can immediately apply to resolve tough negotiation challenges, regardless of setting*

*Critically and accurately assess your own negotiating strengths and weaknesses, and develop a plan for ongoing success*

On May 27 and 28, 2008 ADR Center, in conjunction with Hamline University Law School, will present *Negotiation At Its Best*. Renowned teachers from Harvard Business School, Georgetown Business School and other top-ranked universities in the US, Canada, Italy, Australia and Israel will present this two-day session *one time only*, as a "benchmark" for future studies of negotiation.

Course venue



via Alibert 5a, 00187 Roma  
Tel./Fax 0636019016  
www.roma-eventi.com  
info@roma-eventi.com

**HAMLIN**  
**UNIVERSITY**  
**SCHOOL OF LAW**

**ADR**CENTER

CONFLICT MANAGEMENT & DISPUTE RESOLUTION



European Company  
Lawyers Association

## Course Overview

Minutes or days after your last negotiation, did you wonder whether the other side had walked away with most of the advantages? Whether all parties had “left money on the table”? Whether there remained options, never explored, which might have improved results for everybody? Did you ask yourself if there might be a better approach?

If so, you are not alone — and you were probably right. Most of us negotiate every day. We work to influence our colleagues, our business partners, our vendors, and our customers. Some of us even work to develop a uniform approach to negotiation across a whole organization. This course helps achieve all these purposes.

*Negotiation At Its Best* will provide you with systematic negotiation strategies, and the ability to apply them across a wide range of business and legal situations. These strategies are proven methods that build confidence and enhance your negotiation results. By the end of this course, you will be prepared to improve the outcomes of your negotiations, both inside and outside your organization. What’s more, you will learn to recognize your strengths and weaknesses as a negotiator, so that over time you will be able to polish your performance even more.

*Those enrolling for May 27-28 are invited (at no extra charge) to stay on for the symposium to follow on May 29 and 30, when negotiation teachers from many countries will join the course instructors and the organizers to discuss the future of negotiation teaching.*

*Symposium proceedings will be published in a special issue of the Harvard University-based Negotiation Journal and in a book, which is generously supported by the JAMS Foundation.*



## The Teaching Team for May 27-28



**Chris Guthrie**

Professor of Law and Associate Dean, Vanderbilt University Law School; co-author, *DISPUTE RESOLUTION AND LAWYERS* (West Publishing, Third Edition 2005) and of *THE PSYCHOLOGY OF JUDGING* (forthcoming, Harvard University Press)



**Michelle LeBaron**

Professor of Law and Director, Program on Dispute Resolution, the University of British Columbia, Canada; co-author, *CONFLICT ACROSS CULTURES* (Intercultural Press, 2006)



**Catherine Tinsley**

Associate Professor, The McDonough School of Business, Georgetown University; board member and past program chair, International Association of Conflict Management



**John H. Wade**

Professor of Law and Director, Dispute Resolution Centre, Bond University, Queensland, Australia; author of over 100 books and articles

**Giuseppe De Palo**

International Professor of ADR Law and Practice, Hamline University Law School; President, ADR Center (Rome); co-editor, *ARBITRATION AND MEDIATION IN THE SOUTHERN MEDITERRANEAN COUNTRIES* (Kluwer, 2007)



**Andrea Schneider**

Professor of Law, Marquette University Law School; co-editor, *THE NEGOTIATOR'S FIELDBOOK* (ABA 2006)



**Michael Tsur**

Founder and director of the Mediation and Conflict Resolution Institute, Jerusalem. Adjunct Professor of Mediation and Negotiation, Business School and Law faculty at the Hebrew University of Jerusalem. Conflict processing and crisis negotiation specialist.



**Michael Wheeler**

Professor of Management Practice, Harvard Business School; founding faculty member, Program on Negotiation at Harvard Law School; author of nine books; editor, *NEGOTIATION JOURNAL*



# Course Outline

## *Learning the Essentials of Negotiation*

- Recognizing how negotiation works - its dynamics and patterns
- Assessing the benefits of a “joint gains” approach
- Preparing for a range of negotiation challenges
- Developing solid and comprehensive criteria for measuring success in negotiation
- Balancing self-interest with management of relationships

## *Dealing with Difficult Problems*

- The pitfalls of “positional” bargaining
- The patterns underlying “hard bargaining” tactics
- Strategies for propelling the negotiation process forward and keeping the conversation under control
- The elements in yourself that make conflict challenging

## *Negotiation Skill Development*

- Improving your substantive negotiation results
- Role-playing, and practicing negotiation techniques demonstrated in this course
- Dealing with “hard bargainers”
- Integrating learning with client-specific scenarios and applications, to ensure on-the-job relevance

## *Dealing with Communication and Relationship Management*

- Becoming an active, not a passive listener
- Managing the benefits and risks of negotiation via email
- Recognizing how culture affects your behavior, reactions, assumptions and expectations
- Mastering strategies to manage the consequences of cultural difference

## *What will I learn?*

- How to register with others as a commanding and credible negotiator
- How to advocate clearly for your interests and concerns
- How to recognize and respond skillfully to challenging tactics
- How to handle yourself effectively in business transactions
- How to improve your ability to build (and use) “relationship capital”
- How to enhance your reputation for fairness as well as client satisfaction
- How to apply a systematic framework for preparing, conducting, and reviewing negotiations

## *Who should attend?*

- High Potential Leaders & Executives
- Lawyers
- Sales Managers
- Alliance Managers
- Customer Service Managers
- Business Development Professionals

# Application form

Please send by fax to +39-06-69190408 or by e-mail to [negotiate@adrcenter.it](mailto:negotiate@adrcenter.it)

## Negotiation at its best..... € 2.100,00 (inc. VAT)

Firms/organizations submitting three or more applications can take advantage of a **discounted fee rate** of € 1.800,00 (inc. VAT) per person.

- I plan to attend the Symposium (at no extra charge)  
 I do not plan to attend the Symposium

### PERSONAL DATA

First + Last Name

E-mail

Address

ZIP City State Country

Phone Fax

Current title

### INVOICE DATA

Send the invoice to:

Company/Firm/Individual

Address

ZIP City State Country

VAT number (Company/Firm/Individual)

Tax identification number (optional for individuals)

**HAMLIN**  
**UNIVERSITY**  
**SCHOOL OF LAW**

**ADR**CENTER  
CONFLICT MANAGEMENT & DISPUTE RESOLUTION

## NEGOTIATION AT ITS BEST

*One time only*

Rome - May 27<sup>th</sup> and 28<sup>th</sup>, 2008

### GENERAL CONDITIONS

**1. Application** - Send application, completed and signed, by fax to +39-06-69190408 or via e-mail attachment to [negotiate@adrcenter.it](mailto:negotiate@adrcenter.it). ADR Center will send an e-mail of confirmation. Upon receiving this, you will have seven days to make payment. We will confirm receipt of payment; if payment is not received within seven days, your application will be considered cancelled and your place will not be held.

**2. Registration fee and payment** - The registration fee is € \_\_\_\_\_. The payment shall be made by bank transfer to the bank account in the box below within 7 days of receipt of confirmation from ADR Center.

UniCredit Banca d'Impresa – Sede di Roma Centro  
Acct. Holder: ADR Center SpA  
IBAN: IT/81 C 03226 03201 000030031594, CIN: C  
ABI: 03226, CAB: 03201, Acct. No. 000030031594  
SWIFT Code: UNCRIT2VRMW  
Please mention "(Your Name) Negotiation At Its Best May 08"

**3. Refund** - In the event that a participant withdraws from the program by giving notice that is received by ADR Center at least 10 days before the beginning of the course, the program fee will be refunded in full. A participant withdrawing from the program after this deadline is liable for the elected program fee. Substitution of a different person from the same firm/organization is permitted at any time.

**4. Cancellation** - The organizers reserve the right to alter or cancel the program should circumstances warrant. In the event of program cancellation, fees will be refunded in full within 30 days from the date of the cancellation.

**5. Dispute Resolution** - Any dispute arising out of or related to this contract will be referred for an attempt at mediation under the rules of a mediation center. In the event that the parties fail to agree upon a suitable mediation center within thirty (30) days of the initial request for mediation, the President of the Rome Tribunal shall specify the mediation center in charge of administration, under whose rules the mediation shall be conducted. In the event that the dispute is not settled through mediating, it will be exclusively resolved by the Rome Tribunal under Italian procedural and substantive law.

**6. Privacy** - Your personal data will be treated according to Italian Law 196/2003.

Date

Signature (with stamp if Company or Firm)