

## Timetable

### Negotiating Skills Workshop for PR Agencies

#### 1-Day Workshop

08:30	Assemble
09:00 – 09:15	Introductions, Objectives & Scope.
09:15 – 10:30	Negotiation Lecture & Client-Procurement Part I. Different ways to manage Conflict When is Negotiation most appropriate to utilise? Negotiation is a process; with defined steps. Most commonly used tactics & language against PR Agencies. How Client-Procurement is measured
<b>10:30 – 10:45</b>	<b>Break</b>
10:45 – 11:30	Team Preparation for Mock Negotiation I
11:30 – 12:15	Conduct Mock Negotiations I
12:15 – 13:00	Coached De-brief using video replay (incl. short break)
<b>13:00 – 14:00</b>	<b>Lunch</b>
14:00 – 14:45	Team Preparation and Mock Negotiation II
14:45 – 16:00	Negotiation Lecture Part II. Managing every Negotiator's Dilemma Managing Deadlock Bargaining & Concession Planning to close 'deals'.
<b>16:00 – 16:15</b>	<b>BREAK</b>
16:15 – 17:00	Client-Procurement Part II. Procurement Tools & how they assess PR Agencies Managing RFPs What is the real 'Power' of Procurement?
17:00 – 17:30	Open Group-Discussion on key their issues & challenges.
18:00	Close.