

Timetable

Negotiating Skills Workshop for PR Agencies 2-Day Workshop

DAY 1

08:30	Assemble
09:00 – 09:30	Introductions, Objectives & Scope.
09:30 – 10:30	Client-Procurement Part I. Most commonly used tactics & language against PR Agencies. How Client-Procurement is measured
10:30 – 10:45	Break
10:45 – 11:45	Negotiation Lecture Part I. Different ways to manage Conflict When is Negotiation most appropriate to utilise? Negotiation is a process; with defined steps.
11:45 – 12:30	Negotiation Step 1: Preparation
12:30 – 13:30	Lunch
13:30 – 14:15	Team Preparation for Mock Negotiation I
14:15 – 15:30	Mock Negotiations I
15:30 – 15:45	BREAK
15:45 – 16:45	Coached De-brief using video replay (incl. short break)
16:45 – 17:15	Trading & Concession List exercise.
17:15 – 17:45	Negotiation Step 2: Discussion & Assessment
17:45 – 18:15	Day 1 Review Open Discussion on key issues, challenges.

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Day 2

08:30	Assemble
09:00 – 09:15	Day 1 Re-Cap
09:15 – 10:00	Team Preparation & Mock Negotiation II
10:00 – 10:45	Negotiation Lecture Part II. Managing every Negotiator's Dilemma. Managing Deadlock Bargaining & Concession Planning to close 'deals'.
10:45 – 11:00	BREAK
11:00 – 11:45	Negotiation Step 3: Making Proposal & Bargaining to Close Deals
11:45 – 12:30	Client-Procurement Part II. Procurement Tools & Vendor assessment Managing RFPs What is the real 'Power' of Procurement?
12:30 – 13:30	LUNCH
13:30 – 14:30	Team Preparation for Mock Negotiation III
14:30 – 15:45	Mock Negotiations III
15:45 – 16:00	BREAK
16:00 – 17:15	Coached De-brief using video replay.
17:15 – 17:45	Day-2 Review. Open Group Discussion on key their issues, challenges.
18:00	Close