

THE N-CONFERENCE IS THE
WORLD'S **LEADING FORUM**
TO LEARN FROM
NEGOTIATION EXPERTS



N

CONFERENCE

October 05–10, 2020 | Zurich



SCHRANNER
NEGOTIATION
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY



Every year we invite the world's best negotiation experts to join us in Zurich. Professionals from the fields of politics, business, law enforcement and research present the most important tactics and strategies.



“We’ve completely redesigned the N-Conference 2020. It now takes place over 6 days instead of 2 and has a completely new structure.”

The Corona crisis was and still is a significant situation for us, and one that was impossible for us to foresee. With participants unable to travel, borders closing and hotels unable to offer rooms and seminar facilities, the seminar side of our business took a severe blow. Which is why we developed the idea of presenting our program in the format of online seminars, offered webinars and created a Virtual Negotiation Classroom.

We then took the knowledge gained from these seminars and applied it to completely redesign the N-Conference. The result is that we now offer many of our workshops online, have introduced #NEGOTIATE as a brand-new module, and made Friday completely digital and global by using the follow-the-sun model.

We’re looking forward to discussing fascinating topics with you and developing new strategies and tactics together for future negotiations.

Matthias Schraner
CEO

DAY 1

MONDAY, OCTOBER 05, 2020

08:00 – 10:00 BREAKFAST RECEPTION

We invite you to join us for the kick-off event at our Zurich Office. There'll be coffee and kipferl, exciting conversation partners and perfect opportunities to connect. We'll present the week's program and introduce you to our conference speakers, who are on hand to answer your questions.

Please register free of charge quoting "Breakfast" in the subject line: info@schraner.com. First come, first served.



Raymond Saner

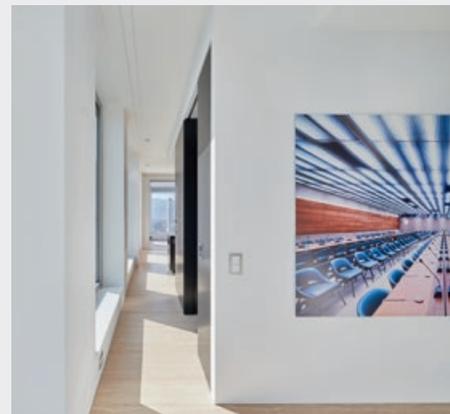


Kasia Jagodzinska

14:00 – 16:00 UN NEGOTIATIONS

We invite our Club Members to join us for a workshop at the UN in Geneva on Monday afternoon. You'll embark on a tour through the UN's most important negotiating rooms before Prof. Kasia Jagodzinska, Prof. Christoph Stueckelberger and Prof. Raymond Saner, an expert on international negotiations, introduce you to the key success factors for complex negotiations. The tour and workshop are free for our Club Members.

There are a limited number of places available. Please register quoting "Geneva" in the subject line: info@schraner.com



19:30 IRAN DEAL

The most challenging negotiation in recent decades was driven by Stephan Klement in his role as Lead Negotiator. Klement, who holds a doctoral degree in law and a doctoral degree in physics, was in a position to assess both the scope of the treaty and the extent of the nuclear threat. He persisted for an astonishing twelve years until the landmark Iran Deal was finally negotiated. Klement will tell us why the document is not called a "contract", why it was not allowed to be signed by the negotiating partners and, above all, about the future of the Iran Deal following U.S. President Donald Trump's withdrawal and call for new negotiations.

By invitation only



Stephan Klement



DAY 2

TUESDAY, OCTOBER 06, 2020

10:00 – 12:00 NEGOTIATING WITH U.S. PARTNERS



We take a look at U.S. negotiating characteristics in this two-hour online workshop. Based on our experience, American culture is completely misjudged. Many managers believe that the U.S. has a negotiating culture similar to that of Europe—but it doesn't. We compare the Schraner Concept with the Harvard Concept and discuss the effects of each on negotiations.

This workshop is free of charge. Please register for this workshop quoting "USA" in the subject line: info@schraner.com



Zabeen Mirza



15:00 – 16:00 U.S. ELECTION—4 WEEKS PRIOR TO THE ELECTION



Live Virtual Panel Discussion
Host: Zabeen Mirza

This workshop is free of charge. Please register for this workshop quoting "Election" in the subject line: info@schraner.com

19:30 COOKING CLASS "USA"

From Cajun cuisine and Tex-Mex to the many guises of the humble burger, we join Michelin-star Chef Rolf Fliegauf on a journey through America's culinary tradition. We discuss in a small and intimate setting the impact of the U.S. presidential elections on international negotiations.

By invitation only



Rolf Fliegauf

HARVARD CONCEPT

Negotiations where both parties want an agreement, have options and are win-win-oriented

Preparation:
analysis of the other side

Focus on interests
(Why?)

Win-win

Geared towards US

Rational

Based on theory

SCHRANNER CONCEPT

Difficult negotiations

Preparation:
no analysis of the other side

Negotiation playbook
(never ask "why?")

Win

Internationally applicable

Rational and emotional

Based on practice

VS.

DAY 3

WEDNESDAY, OCTOBER 07, 2020

10:00 – 12:00
THE FUTURE OF FRONTLINE NEGOTIATIONS— VIRTUAL SESSION



Andreas Gossen presents the latest tactics for at-the-table negotiating. The role of the “negotiator” is set to become even more important in future negotiations.

This workshop is free of charge. Please register for this workshop quoting “Frontline” in the subject line: info@schranner.com

14:00 – 17:00
ACADEMY DAY

Matthias Schraner presents our most recent research and questionnaire results. Negotiations in the post-corona phase will focus on risk sharing. Digital negotiating in a global environment requires a new approach. We’ll also chat with Felix Finkbeiner, founder of Plant-for-the-Planet, about storytelling, a new element in the negotiating process.

This workshop is free of charge for Club Members. Participation for non-Club Members is 590 EUR/CHF. Please register for this workshop quoting “Academy” in the subject line: info@schranner.com

19:30
PARTY “CERTIFICATION”

We join our most recent certificate this evening to celebrate their achievement. The certification ceremony is followed by refreshments and the opportunity to network in a relaxed party atmosphere.

By invitation only



Andreas Gossen



Luisa Neubauer and Felix Finkbeiner in Davos at the World Economic Forum



Martina Hingis



Jack Cambria

DAY 4

THURSDAY, OCTOBER 08, 2020

09:00 – 16:00
CONFERENCE DAY

There’s a lot of complaining in the wake of the corona crisis as the resulting economic crisis worsens the situation for many companies. New conflicts have arisen that need to be resolved and the road to a solution can be so story that it appears impossible. Matthias Schraner uses the Schraner Concept® to spotlight the right strategies and highlight the possibilities borne of changing strategy. Martina Hingis, one of the most successful athletes of all time, shares with us the right mindset to carry on—even through the pain. In his workshop, THE legend of negotiating and our keynote speaker, Jack Cambria, shares his experiences of the most challenging negotiations and demonstrates the tactics needed to overcome seemingly insurmountable obstacles.

The participation costs 980 EUR/CHF. Please register quoting “Day4” in the subject line: info@schranner.com

19:30
KRONENHALLE

Dinner at the respected Kronenhalle is legendary. With the new “Table Captains”, this is where discussions will get more intense and networking becomes a real asset.

By invitation only



FOLLOW THE SUN

DAY 5

FRIDAY, OCTOBER 09, 2020

09:00 – 15:00 CET GLOBAL MASTERCLASS



We don't just talk about other negotiating cultures, we talk directly to negotiating experts in different cultures. This "Global Masterclass" offers you the opportunity to question our experts. Where we will create a summary of the most important negotiating tips for each culture.

- 09:00 am – Shanghai
- 10:00 am – Hong Kong
- 11:00 am – Dubai
- 12:00 pm – Zurich
- 01:00 pm – Frankfurt
- 02:00 pm – NYC

Please register quoting "Sun" in the subject line:
info@schranner.com

19:30 FIRESIDE CHAT

This event is aimed at the younger generation. It provides a way of getting to know each other and allows them to exchange experiences about social media. A long evening—with pizza and sushi!

For all, Zurich Office | Please register quoting "Pizza" in the subject line: info@schranner.com

DAY 6

SATURDAY, OCTOBER 10, 2020

14:00 – 17:00 #NEGOTIATE

New in Zurich: #NEGOTIATE – Negotiating for Youngsters. The topic for 2020: #ZeigDich – how to present yourself correctly in negotiations and on social media.

For all, Zurich Office | # is free of charge, please register quoting "#" in the subject line: info@schranner.com



It was a great honor for us to hold a keynote speech during the China Retail Leadership Summit in Shanghai. Daisy Yang, responsible for the APAC Region, supports our customers in Mainland China.

The Chinese edition of "Negotiations on the Edge" was the N°1 book on negotiations in China during the summer of 2019.

"You clearly have built something very impressive and special."

DAVID PETRAEUS

"The N-Conference provides excellent information for global negotiations."

ANDERS F. RASMUSSEN

Further information: schranner.com/conferences

You're never alone!

FOR JACK CAMBRIA, EVERY WORD COUNTS IN NEGOTIATIONS. THERE'S NO ROOM FOR MISTAKES IN DIFFICULT SITUATIONS.



Many decision makers avoid difficult negotiations and look for excuses. How can top managers prepare for difficult negotiations?

It doesn't matter if it's the NYPD, FBI or businesses, negotiations should always be a team effort. You're never alone! With the support of your team, especially during a difficult phase or when performing under time pressure, you can keep the overview and negotiate more deliberately.

What in your view is the biggest mistake?

Speed—fast-paced negotiations lead to hasty decisions. It's important during negotiations to decelerate. Slow it down!—this is a crucial element of NYPD negotiating. When I appear at a crime scene with my "Hostage Negotiation Team" jacket, everybody thinks Jack's going to sort it. A certain calmness descends. It's a bit like the parting of the Red Sea by Moses: everybody turns to me in the belief that I'll solve all the problems.

That can also be quite stressful.

Of course, there's a lot of pressure. When a hostage taker with a propensity for violence presses a gun against the head of a hostage and threatens to shoot, it's important to stay level-headed and not get dragged into their world. I always use the same tactic: Slow it down! The hostage taker hasn't pulled the trigger yet and nobody has died. Everything is still ok, there are enough options left. →

“We begin with what we believe is the best strategy and continually adjust it. As soon as we notice we’re pursuing the wrong strategy, we correct it. We continue in this manner until we reach our goal.”



How do you proceed?

I ask every team member about the information they’ve received and how they judge the situation. I then give my evaluation of the situation to the operation leaders, the decision makers. We begin with what we believe is the best strategy and continually adjust it. As soon as we notice we’re pursuing the wrong strategy, we correct it. We continue in this manner until we reach our goal.

A change of strategy is uncommon in business.

Once it’s planned, it’s carried out

I think that’s a very dangerous route to take as there is no such thing as a universal strategy. Each situation is different and you’re dealing with different people every time. It’s important to take individual elements into account and maintain a certain amount of flexibility. I’ve never known one strategy to work in two different negotiations.

But there’s a danger of straying from the line if you’re flexible?

We always begin with the same basics. That is to say we always start with a personal introduction. We paraphrase what has been said by the opponent, choosing each word with the utmost care. It’s a highly concentrated and detailed procedure. Every word counts in difficult negotiations, there’s no room for mistakes. The negotiation team is there to support you at all times and ensure that you don’t stray from the line.

And then?

Your opponent’s every word teaches you something new about them as a person. A certain calmness is needed before they’re willing to talk and disclose information. A kind of relationship evolves and a trust develops that you can build on.

How are you organized internally?

When I became Chief Negotiator, I thought I was the boss. It soon became apparent, however, that a Chief Negotiator deals primarily with the boss. And it is paramount in every negotiation that your own decision makers are always informed—if they become nervous, you have to negotiate more internally than externally. I view myself as a rodeo

clown. It’s the job of the clown to protect the cowboy from the bull. When the cowboy’s in danger, the clown comes along and attracts the bull’s attention. When I’m in charge of a negotiating team, I attract the internal attention so the negotiators can continue negotiating in peace. ■



JACK CAMBRIA conducted negotiations for the New York City Police Department (NYPD) for more than 35 years. He spent 16 of those in the Emergency Service Unit (ESU), the NYPD’s specialist unit for Rescue, SWAT and Counter-Terrorism operations. He served on such high-profile assignments as the 9/11 disaster and has responded to airplane hijacks, and countless suicide and hostage situations. Jack was selected on the basis of his success to command the elite Hostage Negotiation Team. He was the coordinator of more than 100 professional police negotiators and has coordinated some of the most challenging negotiations.

He is regarded by the global community of police and FBI negotiation professionals as the N°1 negotiator. There is nobody in the world who can boast more experience or greater knowledge of difficult negotiations than he. Jack is THE legend among negotiation professionals.

WELCOME TO THE CLUB

BECOME A CLUB MEMBER!

YOU ARE ELIGIBLE TO JOIN OUR NEGOTIATION CLUB AFTER SUCCESSFULLY COMPLETING ONE OF OUR CERTIFIED PROGRAMS. BEING PART OF THIS UNIQUE NEGOTIATION COMMUNITY GIVES YOU ACCESS TO EXCLUSIVE EVENTS AND ENABLES YOU TO EXCHANGE VALUABLE KNOWLEDGE WITH OTHER CLUB MEMBERS. SHARING IS ON THE INCREASE, SO LET'S LEARN MORE FROM EACH OTHER.

Negotiation Insights

You have access to the latest topics, research results, podcasts, interviews and much, much more.

3-Day Refresher over 3 Years

We firmly believe that you should continue to develop your negotiating skills into the future. In addition to meeting and sharing information with alumni of other programs, these "refresher days" are designed to keep you up to date on the latest developments within the digital and global environments.

Exclusive Events

As you can see in our N-Conference Program, we organize exclusive-access events for our community, which means we can discuss the latest challenges of negotiation management with you in a more intimate setting. The Chatham House Rule applies: there's no press and what's said in the room, stays in the room.

Virtual Negotiation Classroom

To ensure a deeper understanding of the learned content, our regular online classrooms offer you the opportunity to ask us any questions you like about negotiation management.

Meeting Points and Table Captain

We create a network tailored to your specific needs—you tell us exactly what you want to learn and we establish the appropriate contacts.

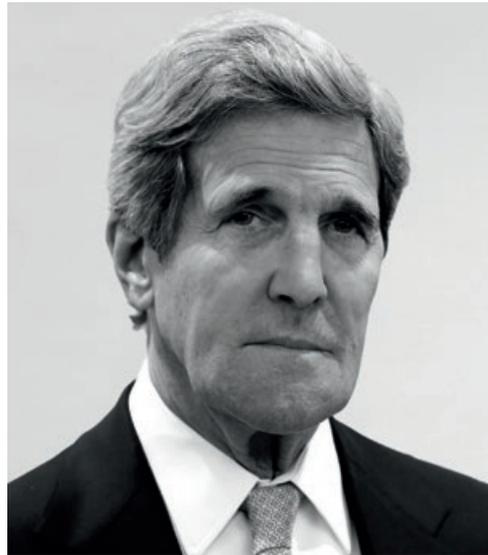


We invite all former alumni of our certification programs to exclusive events. In addition to others, we recently joined BMW's R&D Department to discuss the internal negotiations surrounding the development of the new BMW 8 Series. The N-Conference in Zurich continues with this offer to our Club Members of these exciting, made-to-measure workshops and events.

PREVIEW

N-CONFERENCE ZURICH

October 04–09, 2021



“The world is watching not just to see what we decide, but it’s watching to see how we make this decision.”

JOHN KERRY

Former US Secretary of State

*New York Times



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