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CONFERENCE  
ZURICH | 2021



## THE WORLD'S LEADING FORUM FOR NEGOTIATIONS

Negotiation Conference is the only event to attract a large group of professional negotiators across various industries. Each year we invite world-renowned experts who have proven their competencies in complex negotiations. The conference allows you to continue your professional development, network with peers, and be inspired by the world's leading negotiators.

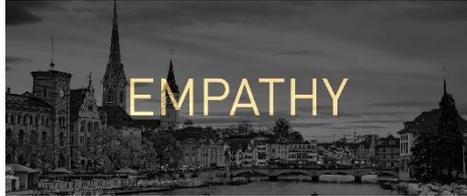


# NEGOTIATION CONFERENCE 2021

## THE PREMIER EVENT FOR GLOBAL LEADERS



Deadlock is the most crucial and complex phase of negotiations. With the experts from the police, UN, politics, and governmental agencies we have develop six ways for you to find a way out of a deadlock situation.



What is your opponent's real motive and what could be a solution? You must go back to the beginning of a negotiation process and reanalyze.



Formal negotiations are always under observation, and any statement can be used against you. There needs to be a way to examine options and discuss possibilities without losing face.



The negotiating partner does not concede because a disagreement is more beneficial to him/her than an agreement. You have to increase the cost of the disagreement.



Walk-away could be the end of a negotiation, a tactical move, or a bluff. There is only one way to find out.



After the negotiation has ended officially, a mediator looks for potential common interests and proposes solutions.



An economic war, a divorce war, or a war with weapons – a war can create a solid basis for returning to the negotiating table.



**KEYNOTE SPEAKER:**  
Mrs Catherine Ashton

Baroness Catherine Ashton was the EU High Representative for Foreign and Security policy and First Vice President of the European Commission leading on negotiations for the EU. She negotiated the rapprochement between the Republic of Serbia and the Republic of Kosovo and furthermore, the transitional agreement in the nuclear arms dispute with Iran.

[Watch the video](#)





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## GUEST SPEAKER:

Mr Gerhard Schröder

Mr Gerhard Schröder was a member of the German Bundestag in 1980-1986 and 1998-2005. In 1990 he was elected Prime Minister of Lower Saxony. On October 27, 1998, Gerhard Schröder became the seventh Federal Chancellor of the Federal Republic of Germany. He stayed in office until 2005.

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## GUEST SPEAKER: Mrs Martina Hingis

Martina Hingis was one of the most successful tennis professionals ever. Between 1997 and 2001, Martina spent 209 weeks at the top of the tennis world rankings. That made her the youngest player to top the WTA Tour world rankings. After retiring at the age of 22, Martina Hingis made a comeback in 2006, leading her to 6th place in the world rankings before retiring from professional tennis.

[Watch the video](#)





**KEYNOTE SPEAKER:**  
Mr Matthias Schraner

Matthias Schraner is the Founder and CEO of Schraner Negotiation Institute. He was originally trained by the police and the FBI as a lead negotiator for high-stakes situations. For the past 15 years, he and the team at the Schraner Negotiation Institute have been advising clients including the UN, global corporations and political parties in difficult negotiations.

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**KEYNOTE SPEAKER:**  
Prof George Kohlrieser

Prof. George Kohlrieser negotiated in more than 100 Kidnappings and hostage-takings worldwide. He is consultant to a number of governments, expert for CNN and the BBC, bestselling author, professor at the IMD, and a renowned expert in his field.

[Watch the video](#)





**KEYNOTE SPEAKER:**  
Prof Guy Katz

Prof Guy Katz has extensive negotiations, lecturing, consulting and strategy experience. In addition to that, he holds a Ph.D. from the LMU University of Munich, dealing with intercultural negotiations. He served in the Israeli Defense forces as an intelligence officer and worked for several governments, non-profits, consulting firms, and giant companies.

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## GUEST SPEAKER:

Mrs Lousin Mehrabi

Lousin Mehrabi specializes in financial and commercial negotiations. As Global Head of Negotiation Trainings for ADN Group, she delivers masterclasses and advisory on complex negotiations.





## PANEL DISCUSSIONS:

### Panel Discussion 1:

Lessons Learned from Negotiations in the Middle East  
Stefan Klement – Matthias Schraner – Lousin Mehrabi

### Panel Discussion 2:

Mindset in a Deadlock Scenario  
Martina Hingis – George Kohlrieser – Matthias Schraner

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### Panel Discussion 3:

The Importance of Mediation  
Gerhard Schröder – Matthias Schraner

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# NEGOTIATION CONFERENCE 2022



SAVE THE DATE

The 5%  
Finding Solutions in Difficult Negotiations

October 6 & 7, 2022  
Zurich, Switzerland

Visit our website for more information  
[www.schranner.com](http://www.schranner.com)

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THE INTERNATIONAL NEGOTIATION AUTHORITY

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