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CONFERENCE
DUBAI | 2022

„THE 5 %“

You lead efficiently in 95% of your negotiations?

The Negotiation Conference 2022 focuses on the remaining 5%.

Your counterpart confronts you with unrealistic demands and does not advocate any cooperation, offer concessions, or seem eager to attain an agreement! You start being emotionally involved in a negotiation process and, therefore, are prompt to make mistakes.

Together with our experts from the FBI, police, UN, business, and sports, we have developed new strategies and tactics for you to succeed in difficult negotiations and under pressure.

Join our global negotiation community in Zurich!

I look forward to seeing you at the Negotiation Conference 2022!

MATTHIAS SCHRANNER

[Watch my story](#)



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Thursday November 24, 2022

12.00 Welcome Coffee

12.30 Welcome
Anna Cajot

12.45 Keynote Speech: "The 5 %"
Matthias Schranner

13.45 Panel Discussion
TBD

14.45 Networking

15.15 Panel Discussion
TBD

16.15 Keynote Speech: Decisions
Matthias Schranner

17.00 Q&A Session
Matthias Schranner

17.30 Summary
Anna Cajot

17.45 Farewell

18.00 Networking Aperó

„The 5 %” – New Strategies and Tactics



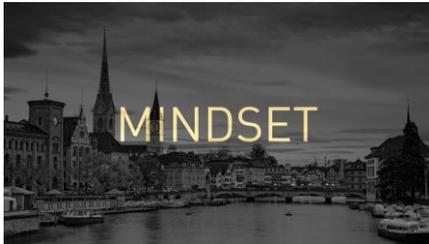
What strategy should you use when a negotiation becomes difficult? Avoid a conflict, build up pressure or offer cooperation?



There are ten winning tactics you need to know to lead negotiations to success.



Internal stakeholders are the most unpredictable factor in difficult negotiations. As a leader, you must know how to manage external and internal negotiations.



Some managers become more vulnerable under pressure, others more vigorous. How can you make even better use of your team's strengths?



For the difficult “5%”, set up a negotiation task force.



Based on what information should you make decisions and determine your actions under pressure?



On-site luxury experience

Venue:

Fairmont Dubai

Sheikh Zayed Rd, P. O. Box 97555

Dubai, United Arab Emirates





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