

EXPERT NEGOTIATOR!

MASTERCLASS



AMSTERDAM 2015



PRESENTER

Florence Kennedy Rolland

Authority on the Kennedy Negotiation Methodology

Florence Kennedy - Authority on the Kennedy Negotiation Methodology which has benefitted more than 100,000 individuals over the past 40 years.

Gavin Kennedy originated the Kennedy Methodology in the early 1970's at Brunel University when he observed trade union negotiations at Shell Oil in the UK, from both management and trade union perspectives.

Established as an expert negotiator, Gavin Kennedy disseminated his methodology through several books and academic publications, among them for The Economist series of business publications. He began training in the private sector with organisations across diverse backgrounds and disciplines on the FTSE100 and Fortune 500, including IBM, Texas Instruments, Ford, British Aerospace, Diageo, Marconi and Motorola. He was also instrumental in creating The Edinburgh Business School (Heriot Watt University) and its distance learning MBA programme.

Florence worked closely with Gavin for 25 years in his consultancy and she has been personally responsible over the past 16 years for a diverse range of clients, among them: Scottish Power, Johnson & Johnson, Lloyds TSB, IcelandAir, Landsbanki, Clifford Chance, CSC and Protherics Plc.



PRESENTER

Tim Ellis

Media Consultant (Tim Ellis & Associates)

Heading up ProNet in 1997 he annually negotiated contract rights to the value of US\$300 million (2014 value).

Tim entered the international television rights buying arena when he joined the fledgling station BOP TV as head of programming. It was the success of this station and subsequently that of the SABC's TV4 which led to him being credited by critics and public alike for changing the face of television in South Africa, winning a Star Tonight! TV Award for doing so in 1986.

It was in that year that M-Net Television launched with Tim as head of programmes and from this tentative beginning grew the giant of African broadcasting that DStv is today.

When M-Net bought FilmNet and entered Europe, Tim discovered that he could leverage the buying power of the two companies to make great deals and so ProNet was born, based in the Netherlands.

ProNet was able to extend the rights acquired by M-Net across the continent of Africa and at its peak was licensing television content for Scandinavia, Benelux, Greece, Italy and all of Africa. During this era, programme deals became intensely competitive and Tim and his team honed their negotiation skills to perfection.

When FilmNet was sold to Canal Plus, Tim became a media consultant as he wished to remain in the European arena. He continues in that role to this day, having explored the Internet and subsequently social media as these evolved.

His past clients include Gartner, Naspers, Vubiquity, Mindport, Open TV, MediaZone, and Gateway Communications.

Tim holds degrees in Psychology and Law from South African Universities.



PRESENTER

Wendy Bernfeld

JD/LLB, MD, Rights Stuff & Contract Lawyer

Wendy Bernfeld JD/LLB, MD, Rights Stuff & Contract Lawyer, specializes in content acquisition and distribution, licensing negotiations, and related strategy and rights advice, both for traditional media (film, TV, Pay TV) as well as digital media (Internet, IPTV, mobile, VOD, OTT /connected devices, and the business side of internet and cross platform production and distribution.

Alongside Rights Stuff, Wendy is a frequent lecturer on digital media, as well as a strong production/festival industry supporter, speaker and writer, including film advisory boards (such as IDFA, Viewster Online Fest, etc). She was named one of the "Brave Thinkers of Indie Film, 2010" by Oscar-winner Ted Hope and writes various pragmatic articles on the digital sector (eg "Brave New World: Digital Distribution Beyond the Old World", Sundance.)

On the international platform/channel side, Rights Stuff provides content strategy, curates content, and negotiates deals in Pay tv/VOD across various business models and devices, for both startup and mature services. She provides content and deal shortcuts, trends, knowhow regarding big brand and indie content, including niche, thematic, foreign, etc.

On the producer/distributor side, Rights Stuff assists content owners who want to sell to, or produce with, such digital platforms internationally, and helps balance with traditional players. Advice includes "hybrid distribution", social media, audience engagement, alternative funders (eg brands) and pragmatic approaches to rights issues.

Originally from Montreal/Toronto, then in Europe since '91, Wendy has over 23+ years (16+ in Europe) in film, pay tv and VOD channel startup and buying, beginning originally as an entertainment lawyer, then crossing over to the business side. Earlier in-house roles included: SVP Acquisitions/ Special Projects for Movie Network (Canada)(1984-'91); then M.D.

Alliance-Atlantis (international distribution/coproduction)(1991-'93), and finally CEO Canal+ International Acquisitions (1993-'98)(multi-territory, multi-platform buying/channel startups for Filmnet/ProNet/Nethold/ Canal+, including specialty in studio "output" deals.

Wendy has law degrees (L.L.B./J.D.) from Queens University, after a year of B.A./M.B.A. (McGill and University of Toronto). A member of both Law Society of Upper Canada, and on the Roll of Solicitors (UK), she earlier practiced law with Blake Cassels, and Silverstein's. Before that she was one of only 10 appointees as Law Clerk to Chief Justice of the Supreme Court.

Some clients include(d): France Telecom/Orange; Viasat; Nova/Forthnet; Sony; Disney ABC TV(EU); Independent Film Channel (IFC); Aardman; Viaccess-Orca; www.viewster.com; www.Divx.com; Canal+; UPCtv/Chello; Endemol; RealNetworks; Movielink; Joost (Skype video); Pathé; IndieMoviesOnline.



PRESENTER

John Lindsay

Specialist in negotiating deals in emergent technologies

Since 2000, John Lindsay negotiated with brands to become early adopters of perceived highrisk technologies in the digital, marketing, and entertainment sectors.

His edge in negotiation is for bringing new ventures and technology speedily along the path to mainstream adoption – having to imagine and create value propositions tailored to the unique situation of the prospective client. Initial deal sizes are modest, but typically result multi-million dollar recurring revenues, adding significant shareholder value to the respective earlier stage ventures.

His deals are built around making the intangible, tangible, with a “business value based delivery approach” rather than a cost based one. John has worked within large companies with large budgets to spend, and more recently as an entrepreneur with young technology ventures based in Germany, Sweden, Poland, Czech, Belgium, Canada, USA, and China.

He has worked with clients at the head quarter level including: NXP, Sony, Philips, Fiat Group, BMW, Ford, Volkswagen, New Holland, Dixons, Shell, Electronic Arts, e-Bay, Delta Electronics, Bertelsmann and Microsoft.



PRESENTER

Bertie du Plessis

President MindPilot (Pty) Ltd

Bertie Du Plessis is an authority on the behavioral economics of Daniel Kahneman. He is currently doing research for a paper on a comprehensive model for behavior design.

Despite having received first prize in the National Science Olympiad in his final year at school, Bertie du Plessis proceeded to study literature and theology at the Universities of Stellenbosch and Tübingen (Germany). He holds an MA (cum laude) in Afrikaans-Nederlands and a DTh on the parables in the New Testament, both from Stellenbosch University.

He founded MindPilot (Pty) Ltd® positioning specialists in 1995. His client list also includes various JSE listed companies, African Bank, BHP Billiton, Sanlam, Standard Bank and Sasol. He is a special advisor to Radar and Electronic Warfare at the CSIR and an advisor to numerous SMEs.

He is presently on a three year contract for global Internet conglomerate, Naspers to create a corporate university across four continents. He has lectured in six different disciplines at universities and tertiary institutions in South Africa.

Over the years he has contributed to various ground-breaking publications on the old political order in South Africa, on crime, education and creativity. He is represented in the volume Granaat, a selection of Afrikaans essayists (1992) in His blog on fin24.com was voted in the top ten business category in South Africa for 2010.

He is an accomplished artist who exhibited in South Africa's premier gallery, the Goodman. A pioneer in digital fine art, his work was selected for the 1993 Momentum National Art Competition. Find him at www.mindpilot.co.za or at his author's page on Amazon.com: www.amazon.com/author/bertieduplessis or at www.art.co.za/bertieduplessis.

OUR REPORT CARD

I recently negotiated a contract with a social media company that took a couple of months but enabled all companies in our Group to receive up to 50% off from their fees. I believe a large portion of this success can be attributed to certain tips I picked up at the course. I would definitely recommend a colleague to attend such a Master Class in preparation for complex negotiations.

Nic Robertson

Head of New Business Development: Media24 eCommerce



On 1 & 2 of July, I had an amazing opportunity to participate in a master class in negotiation in Amsterdam, Netherlands. If I can define the event in one word, it is applicability. Besides the very good supporting material and a lot of good content from the speakers, what I liked in this event was that everything that I learned, I can put into practice (and, sure, share with my colleagues) as soon as I return to Brazil, especially the "IF THEN" strategy.

José Kosminsky

B2B Business Manager: Mobile



Many thanks to you and the team for a terrific negotiation course in Amsterdam last week. The course was an excellent blend of theoretical and practical learning, very well facilitated, and some extremely valuable insights offered from the expert panelists.

Chris Hitchings

CEO: Media Sales

PROGRAMME

PRELUDE		
19:00	Welcoming dinner. Participants and presenters get to know each other informally to break the ice so that we begin with a convivial atmosphere on the morning of DAY ONE where everybody feels free to ask, interrupt, reply and air their opinions.	Hotel
DAY ONE: The Proper Foundations		
8.30-9:15	Everybody on board? A one minute each contribution from participants: "My best success."	Bertie du Plessis
9:15-11:15	Get to know your negotiating personality: 1. Simulation: Are you red or blue? Are you a zero sum or a collaborative negotiator? 2. Personality test: Am I an owl, fox, donkey or a sheep?	Florence Kennedy
11:15-11:30	TEA	
11:30-12:00	Get a grip on the process! The Kennedy model for the negotiation process.	Florence Kennedy
12:00-13:00	Up the ante, simulation: Let's complicate things. Apply your knowledge of your negotiating personality and the Kennedy process model to practice negotiating a deal of greater complexity.	Tim Ellis & Florence Kennedy
13:00-13:45	WORKING LUNCH	
13:45-15:15	Up the ante. Simulation of a complex deal.	Tim Ellis & Florence Kennedy
15:15-15:30	COFFEE	
15:30-16:30	Understand the crucial difference between value and money; demand and interest.	John Lindsay
16:30-17:30	Structured feedback in discussion groups on Day One.	Bertie du Plessis with the Panel.

DAY TWO: Street Smarts

9:00-9:45	Ask the experts	Bertie du Plessis, Florence Kennedy, John Lindsay, Tim Ellis & Wendy Bernfeld.
9:50-11:15	Peek into the legal mind. Case study. Learn how to get the most from your legal team during the business negotiations and after at the papering stage, and avoid costly obstacles. Sometimes the business points are hidden in legal and vice versa	Wendy Bernfeld
11:15-11:30	Become bullet proof! Ploys and how to counter ploys when negotiators try to trick you. What happens when you use ploys.	Tim Ellis
11:30-12:30	Your worst enemy is you! The psychology of negotiation; mental biases in negotiation to your advantage.	Bertie du Plessis
12:30-13:15	LUNCH	
13:15-14:15	Applications (1): Scenario exercise on Multiple interests, simultaneous selling and buying, exchanging value and money. You will receive the scenario at the end of Day One to prepare for afternoon of Day Two.	John Lindsay
14:15-15:15	Applications (2): Scenario exercise on managing business deals in stages through to and including the legal phase. You will receive the scenario at the end of Day One to prepare for afternoon of Day Two.	Wendy Bernfeld
15:15-15:30	COFFEE	
15:30-16:15	Revisit your negotiating personality.	Florence Kennedy
16:15-17:15	Feedback	Bertie du Plessis and the Panel.
17:15-18:30	Certificates & Farewell Cocktails	