IPI Academy

falconbury



Presented by
Falconbury

Negotiation Skills for International Lawyers

29-30 June 27
+ 13-14 December 27

A highly interactive course, especially designed for in-house counsel and private practice lawyers, covering both theory and practical skills to develop negotiating knowledge and techniques to achieve the best outcomes

Format:
Live online

CPD:
9 hours for your records

Certificate of completion

Course overview

Negotiation is the lifeblood of the business world and underpins every business deal and contract. In today's legal landscape, the ability to negotiate with confidence, clarity, and control is essential - not just for commercial lawyers, but for any legal professional navigating complex client or stakeholder relationships.

Successful negotiating involves a variety of skills, many of which can be learned – but most people never actually do spend the time learning them. Don't make the same mistake, it could be costly.

The art of negotiation also involves knowing yourself, your strengths and weaknesses, and leveraging the best relevant facets of your personality. This course teaches those skills and helps you identify what makes you, you – and which parts of your personality are best to turn on and off in negotiations to get the best results.

Whether you're negotiating high-stakes contracts, resolving disputes, or managing cross-border transactions, this highly practical and insightful course will equip you with a strategic toolkit to simplify complexity and negotiate with measurable impact.

This course goes beyond traditional theory, offering lawyers a structured, psychologically grounded negotiation model tailored to legal practice. You'll learn how to read people, manage dynamics and influence outcomes - whether across the table, across cultures, or across jurisdictions.

During this course you'll explore:

- What makes an effective negotiator in a legal context
- How to uncover both your own and your counterparty's true interests and objectives
- How to identify and prepare for your Best Alternative to a Negotiated Agreement (BATNA), Worst Alternative (WATNA), and Zone of Possible Agreement (ZOPA)
- The power of body language and negotiation style in shaping perception
- The importance of cultural awareness in international legal negotiations
- How to build a step-by-step, deal-specific negotiation plan using the SIIOOPS method

Using a mix of theory, interactive exercises and expert-led scenarios, this course is perfect for those who want to refresh or increase their abilities to negotiate nationally and internationally and achieve better results. This course will give you the clarity, structure and strategic edge to lead negotiations with confidence and credibility - fully aligned with legal ethics, commercial realities and your client's best interests.

Please note: When attending the online version of this course, participants are required to join with the ability to turn on their cameras. This is an essential requirement in order to fully participate in the training course due to the interactive nature of the programme.

Presenters firm

WESTON LEGAL

Weston Legal is a leading specialist boutique firm specialising in Commercial law, Technology law, Media law, Intellectual Property law, Data law and Regulatory law and practice. From its founding, the firm has always committed to provide a fast and efficient service wherever its clients operate. As its business has grown and diversified, it has recognised the strength and importance of the principles held by its people; putting clients first and operating as one team to realise its goals and share its success. These principles have formed the foundation of its culture and the way its lawyers interact with one another and the firm's clients. They are what distinguish it and are vital to its future.

To find out more about what Weston Legal can do for you, please contact Mark at westonlegal.ltd or see https://uk.linkedin.com/in/markwestonlegal

Mark also operates as a leading consultant to Hill Dickinson LLP, a leading and award-winning international law firm with offices in London, Liverpool, Manchester, Leeds, Birmingham, Piraeus, Singapore, Monaco and Hong Kong. As a full service law firm, it delivers advice and strategic guidance spanning the full legal spectrum from non-contentious advisory and transactional work, to all forms of dispute resolution. The firm is on the panel of a number of national and international organisations and regularly competes against many of the City firms. In recent months, they have been able to win a number of panel reviews against City firms.

To find out more out what Mark can do for you via Hill Dickinson, please contact him via www.hilldickinson.com

Benefits of attending

By attending this workshop style course, you will:

- **Understand** the process of negotiation in more depth
- **Gain** a structured negotiation approach tailored specifically to legal professionals
- **Recognise** different negotiation styles and body language and learn how to react to them
- **Enhance** your ability to navigate cross-cultural style and context with confidence and sensitivity
- **Learn** to identify and use key commercial levers like BATNA, WATNA and ZOPA to maximise deal outcomes
- **Improve** your skills in preparing tailored negotiation strategies using the SIIOOPS framework
- **Identify** your personality traits that can be used to your advantage
- **Achieve** better influencing, persuasion and leadership skills in legal and commercial conversations
- **Apply** best practices in team preparation, communications and agenda setting

Who should attend?

This programme has been specifically designed for international in-house and private practice lawyers who are looking to improve their performance and the outcomes of their negotiations by enhancing their knowledge and skill set.

- In-house counsel
- Private practice lawyers
- General counsel and legal directors
- Lawyers advising clients in regulated sectors
- Corporate and commercial lawyers
- Legal professionals and dispute resolution lawyers
- Partners, associates and trainees looking to develop their skills and client impact

Programme

Day 1

Simplifying complexity

Background

- Negotiation – what do we mean?
- Good negotiators

A negotiating process model

- General knowledge: know yourself and the counter party
- Understanding and dealing with fears
- Understanding paralanguage
- Understanding body language
- Understanding negotiation styles
- International negotiations: Understanding context and its impact

A negotiating process model continued

- International negotiations: Understanding culture

Specific deal knowledge: know the deal - part 1

- Understanding stakeholder interests
- Understanding the key objectives

Specific deal knowledge: know the deal - part 2

- Understanding commercial leverage
- BATNA
- WATNA
- Bottom line
- ZOPA

Day 2

Prepare your specific negotiation plan

- Understanding and preparing your SIIOOPS
- Preparing your team composition
- Rehearsing
- Setting the agenda
- Preparing the environment
- Defining communication rules

The negotiation

- Negotiate!
- Strategy and sharing

Negotiation feedback

Negotiation techniques

- Techniques around offers and counters
- Techniques to resolve conflicts
- Techniques to build trust
- Techniques to get past negotiation obstacles
- Ploys and counterploys
- Situational tactics
- Closing

Presenter



Mark Weston

Mark Weston has run his own law firm, Weston Legal, since 1 January 2024. He is also a consultant at Hill Dickinson LLP where he joined in February 2016 as a partner and Head of its Commercial, TMT & IP Practice. Before that, he was a partner and Head of the Commercial/IP/IT Team at Matthew Arnold & Baldwin LLP and before that, he spent several years at Baker & McKenzie in London and Chicago and has also previously been seconded to Hewlett Packard and other technology businesses. He changed role to become a consultant in Hill Dickinson's London office in January 2024.

Expertise: Mark's practice covers both non-contentious and contentious matters in all areas of commercial law, intellectual property law, information technology law, Internet, electronic commerce and on-line services law. He specialises in commercial and Tech issues. Mark is used as a 'trusted adviser' by many clients in all sorts of businesses and often acts as 'private practice in-house counsel' for many clients. He specialises in tech and internet businesses.

Clients: Just some of Mark's more well-known clients include Elstree Film Studios, RTL Group S.A., Sykes Cottages, Retailcorp Brands LLC, The Gulf Marketing Group, Moneynetint Limited and the BBC.

Some detail: Mark has extensive experience in advising clients on all manner of commercial matters (such as business planning and solutions, franchising, distribution, agency and marketing) through branding and intellectual property exploitation and licensing, to advice and documentation regarding hardware and software issues (such as development, licensing, maintenance and distribution, SaaS and cloud, Internet transactional solutioning, B2B, B2C and B2G electronic commerce, S-commerce and M-Commerce, social media, outsourcing, facilities management, procurement, IT policies, data protection (privacy), GDPR and freedom of information issues as well as artificial intelligence (AI)). He has a particular expertise in new digital business and revenue streams. He is also experienced in dealing with software disputes and IT litigation. The increasingly extensive media side of his practice relates primarily to publishing (both real world and digital content), to games and gaming platforms (and particularly transmedia technologies), advising companies about their advertising onscreen, online and in print and managing their public communications strategies generally (dealing with the CMA and ASA in the process) – and also a smattering of television, film and music exploitation. Recently he has been very active in AI advice.

More unusual:

Mark has previously spent several months on secondment to Hewlett Packard and he has also been seconded to assist in the legal problems arising in new technology companies such as Symbian. From 2000 to 2001, Mark was resident in the Chicago office of Baker & McKenzie advising US clients on European and UK aspects of IT and electronic commerce law and practice.

Mark is the author of the *Legal Practice Companion*, a parallel text book used at several law schools, the editor of the *IP and Media Law Companion* as well as the rest of the Companion series of books published by Bloomsbury Professional, Tottels, Cavendish Publishing and Oxford University Press. He has noted numerous reports for the *IT Law Reports* and is widely published in *Computing, Computers & Law, Computer Law & Security Report, IT Law Today, Intellectual Property World, Solicitors Journal* and many other journals both online and offline. Mark has also authored articles syndicated in the national and trade press and is regularly quoted in national newspapers and is heard on radio as an expert in his fields. Mark is the author of the *Business Names on the Internet* chapter in the *PLC Ecommerce Manual as* well as numerous other articles on various Commercial & IT law topics.

Mark lectures regularly on all Commercial, IP and IT law topics, including at the IBC IT 'Summer School' Programme in Cambridge, England; the Falconbury and MBL two-day and three-day Commercial Contracts seminars (run several times a year) and IT Contracts seminars (run three times a year) in London; and he has previously lectured at the Annual On-line & Internet Commerce Law Institute seminar in Chicago and tutored at University College London. He also runs a programme of bespoke training schemes on commercial law, IP law, IT law, AI law and data law as well as soft skills programmes such as negotiation skills and presentation skills.

Finally, you may have seen that Mark likes blogging and writing books, which are available at all good bookshops! He also appears regularly on BBC1 (usually providing advice on-screen to BBC Watchdog) and also on Sky News as a legal commentator, as well as trying to avoid the huge quantity of pink powder the TV make-up girls want to apply to his increasingly receding hairline.

Course dates

29-30 June 27	**Live online** 09:30-17:00 **UK (London)** (UTC+01) *Course code 17297*	GBP **999** ~~1,099~~ EUR **1,399** ~~1,539~~ USD **1,603** ~~1,759~~ **Until 04 May**
13-14 December 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 16996*	GBP **999** ~~1,099~~ EUR **1,399** ~~1,539~~ USD **1,603** ~~1,759~~ **Until 18 Oct**

How to book

Online:
ipi.academy/2441

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

I [particularly] really liked that the webinar was very interactive and everyone was engaged in the discussions.

Cansu Soysal
Legal Counsel IT
TMF Group B.V.
Oct 29 2024

★★★★★

Mark Weston pointed out the challenges we all face during the negotiation process and presented the solutions we should adopt in a very clear and insightful way. He was open to listening to other people's experiences and giving his advice to the best of his ability. I would like to highlight an exercise when we negotiated against each other. It was particularly good because we had the opportunity to practice what we understood in training.

Svetlana Kocovic
Senior Counsel
TMF Group B.V.
Sep 19 2023

★★★★★

Mark has made this webinar very interactive, useful and interesting, many new information were given. The way he structured the content of it is simple, yet efficient. It was an excellent decision choosing this course, and i hope i will have a chance to attend it again.

Jelena Miloradovic
Junior Legal Counsel
TMF Group
Sep 19 2023

★★★★☆

Mark is very well spoken and articulates the theories and information very well.

Isha Mirza-Bari
Senior Contracts Specialist and Solicitor
Simbec Orion
Sep 19 2023

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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