

ENTREPRENEURSHIP MASTERCLASS

WELCOME PACK

TUESDAY 30 APRIL AND WEDNESDAY 1 MAY 2019

JURYS INN | INVERNESS



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



WELCOME TO THE STRATEGIC NEGOTIATIONS MASTERCLASS HOSTED BY HIGHLANDS AND ISLANDS ENTERPRISE

Successful negotiation requires self-awareness, preparation and practice.

This Masterclass will equip you with the tools and techniques to deal with differences, resolve conflict, handle difficult conversations and achieve a successful outcome.

THE MASTERCLASS

JURYS INN

MILLBURN ROAD, INVERNESS, IV2 3TR
TEL: 0161 774 2986

The Masterclass will be held at Jurys Inn, Inverness, which is well located for delegates arriving by air, rail or road.

The Jurys Inn is very close to the A96 and A9, about two miles from Inverness Railway Station and approximately seven miles from Inverness Airport.

TAXI NUMBERS

Sneckie Taxis: 01463 611111
Capital Taxis Inverness: 01463 808080
Inverness Taxis: 01463 222222

JOINING INSTRUCTIONS

On arrival at Jurys Inn, please make your way to the conference room.

DAY 1

Registration and bacon rolls at 9am.
Please arrive no later than 9.15am for a 9.30am start.

DAY 2

Please arrive no later than 8.45am for bacon rolls and a 9am start.

All meals and refreshments, excluding breakfast, will be provided throughout the two days.

PLEASE DIRECT ANY QUESTIONS TO:
entrepreneurship@hient.co.uk

THE PROGRAMME

DAY 1: TUESDAY 30 APRIL 2019

9 - 9.30AM

Arrival and bacon rolls

9.30 - 10.45AM

Introduction and Objectives
The Negotiating System Scorecard

10.45 - 11AM: BREAK

11AM - 1PM

The Negotiating System Scorecard (continued)

1 - 1.45PM LUNCH

1.45 - 3.15PM

Influencing using Personality Styles

3.15 - 3.30PM: BREAK

3.30 - 5.15PM

Bargaining Skills and Brain Psychology

5.15 - 5.30PM

Summary of the day

NETWORKING DINNER

6 - 7PM

Drinks reception and networking

7 - 7.30PM

Guest speaker Martin Smith CB MBE, Operations Director, Cyber Prism Maritime Ltd

7.30 - 9PM: DINNER

DAY 2: WEDNESDAY 1 MAY 2019

9 - 9.30AM

Arrival and bacon rolls

9.30 - 10.45AM

Negotiation Tactics, Persuasion and Influence

10.45 - 11AM: BREAK

11AM - 1PM

Negotiation Psychology

1 - 1.45PM: LUNCH

1.45 - 2.30PM

Conflict Styles

2.30 - 3.15PM

Shark Tank – Negotiation Tactics

3.15 - 3.30PM: BREAK

3.30 - 4.15PM

Neuro Negotiation Nuggets

4.15 - 4.30PM

Summary and close

PLEASE NOTE THAT THESE TIMES ARE SUBJECT TO CHANGE



DEREK ARDEN **ACHIEVE TRAINING LTD**

Derek successfully founded his own consultancy business in 2000, taking it into 31 international markets across five continents.

He also has extensive experience of teaching, having been a visiting lecturer in Advanced Negotiating Skills and Strategic Management at Henley Business School for over 12 years. Derek has also taught in Frankfurt and the USA.

Derek has written over 10 major business publications, including “Win Win Negotiating” which reached number three on the UK Business Book Chart in 2015. His books have been translated into several languages, including Arabic and Mandarin. Derek will be supported by Julz Dickson, the Training Director at Achieve. Julz has delivered training across the globe and will deliver the session on Personality Profiling.



MARTIN SMITH CB MBE
OPERATIONS DIRECTOR, CYBER PRISM
MARITIME LTD

During a 33 year military career, former Major General Martin Smith worked extensively in maritime security and maintained a strong focus on information superiority.

Martin headed the military contribution to shipping and Oil and Gas security, modernised the Royal Marines' information and intelligence capability, and commanded multinational counter-piracy operations. He led service personnel at every rank and left the Armed Forces in January 2018 having commanded the Royal Marines.

He joined Cyber Prism Maritime as COO in September 2018 with a remit to expand its operational technology and information technology security business in the Oil and Gas, Shipping and Superyacht markets, and to use his experience to grow Cyber Prism's monitoring and incident response capability.

Find out more and book a place at
hie.co.uk/masterclasses

Please email entrepreneurship@hient.co.uk
with any questions about the masterclasses.



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