



*No video replay or webcast
Enrolment is limited*



GAIN THE EDGE!®

*Negotiation Strategies
for Lawyers*

LIVE PROGRAM

Thursday May 26, 2011

8:30am – 4:30pm

The Advocates' Society Education Centre
480 University Avenue, Suite 1700,
Toronto, Ontario

Every attendee
will receive a copy
of *Gain the Edge!*
*Negotiating to Get
What You Want*
by Martin Latz



About the program

YOU NEGOTIATE EVERY DAY. In fact, your ability to effectively negotiate may be the most critical skill you possess. Yet most lawyers negotiate instinctively or intuitively. This dynamic, practical program will teach novice and veteran lawyers alike how to approach negotiations with a strategic mindset. And make no mistake – no matter how much you know about negotiation, Martin Latz will teach you more. Adding that one new tactic may be the difference between winning and walking away empty-handed. Latz is one of North America's leading experts and instructors on negotiating techniques. Whether your practice is civil or criminal, or transactional or litigation based, Latz will help make **YOU** a more effective lawyer. Registration includes Latz's critically acclaimed book *Gain the Edge! Negotiating to Get What You Want* (St. Martin's Press 2004), plus a 30-day trial of Latz's Expert Negotiator Planning and Management Software, and an optional e-mail subscription to Latz's monthly negotiation column.

10 skills you will learn

1. Latz's 5 Golden Rules of Negotiation
2. Strategies to get past "No" – if all appears lost
3. 1st offer dynamics – when to make it and when to wait
4. Ways to gain leverage when seemingly powerless
5. Secrets to success in emotionally charged negotiations
6. Powerful agenda control techniques
7. Deadline and timing tips
8. Competitive techniques vs. problem solving strategies
9. Tactics to generate creative solutions
10. Powerful information gathering methods

Agenda

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| 8:30 a.m. | <i>Registration and continental breakfast</i> |
| 9:00 a.m. | Introduction – The "Car Negotiation Story" |
| 9:10 a.m. | Discuss Latz's Golden Rules of Negotiation |
| 10:30 a.m. | <i>Break</i> |
| 10:45 a.m. | Discuss Negotiation Strategies |
| 11:30 a.m. | Prepare to Negotiate Simulation |
| 12:00 p.m. | <i>Lunch (included)</i> |
| 1:00 p.m. | Negotiation Simulation and Debriefing |
| 1:30 p.m. | Analyze Negotiation Simulation |
| 2:45 p.m. | <i>Break</i> |
| 3:00 p.m. | Oil Pricing Exercises and Ethics Discussion |
| 4:30 p.m. | Adjourn |

Lawyers in over 40 states and 6 provinces have given Martin Latz a thumbs up — way up!

“Practical and immediately applicable to my actual practice and the negotiations I must conduct on behalf of our corporate clients.”

Bruce Rosenthal
Nixon Peabody, New York, NY

“Very effective speaker. Excellent ideas, which make me think of negotiation as a core competency instead of an after-thought.”

Kevin Kyte, Stikeman Elliott
LLP, Montreal

“Whether you are a confident negotiator or one who is apprehensive of the process, you will learn much from Latz. Lucid explanations, coupled with a host of practical examples, will help you to achieve better results when you next negotiate.”

Professor Frank Sander
Bussey Professor of Law, Harvard Law School

“Excellent presentation. Range of knowledge applicable not only in legal negotiations, but life in general.”

Andrea Crowe
Edwards, Kenny & Bray, Vancouver

About Martin Latz



Renowned negotiation expert Martin E. Latz, founder of the Latz Negotiation Institute, has trained over 50,000 lawyers and business professionals around the world to more effectively negotiate. An Adjunct Professor – Negotiation at Arizona State University College of Law from 1995 to 2005, Latz has also negotiated for the White House nationally and internationally

on the White House Advance Teams. Latz - a Harvard Law *cum laude* graduate – is the author of *Gain the Edge! Negotiating to Get What You Want* (St. Martin’s Press, 2004) and has appeared as a negotiation expert on CBS’ *The Early Show* and such national business shows as *Your Money* and *First Business*. He also writes a monthly negotiation column for *The Arizona Republic*.

“Marty Latz is one of the most accomplished and persuasive negotiators I know.”

George Stephanopoulos
Anchor, ABC News *This Week*

Registration form for *Gain The Edge!*

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Name: _____ Firm: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

Registration Fee

Save 15% when you register on or before March 31, 2011!

TAS Members \$415.00 + \$53.95 HST = \$468.95 (**Early Bird \$398.61 [HST incl.]**)

Non-members \$465.00 + \$60.45 HST = \$525.45 (**Early Bird \$446.63 [HST incl.]**)

Payment information

Cheque to The Advocates’ Society for \$ _____ enclosed OR Please charge \$ _____ to my VISA/MC

Card #: _____

Card Expiry: _____ Signature: _____

To Register: Return this form with payment to Sharon Timlin, Program Coordinator, The Advocates’ Society, Suite 1700, 480 University Avenue, Toronto, ON M5G 1V2 Tel. 416.597.0243 Ext. 126 Fax 416.597.1588. Email: sharon@advocates.ca. Registration fee is refundable less \$50 admin fee if cancellation received 5 working days before the program. Program content, speakers and location may change without notice. HST R#108070707