



Press release

November 2009

The fine art of contract negotiation

Tiffany Kemp, *Managing Director, Devant*, led the Institute's first truly an interactive workshop on contract negotiation on 16 November 2009, in London. Practical, hands-on skills were gained by delegates new to negotiating or wanting to learn new techniques, enabling them to handle even the most difficult contract negotiations.

"If negotiations are not handled carefully, that ever important contract may be lost," was the main theme of the session, underpinning the necessity to fully prepare for any contract negotiation. Establishing the importance of "what you want out of this deal before negotiating" was a key first step. Delegates then participated in a role playing session giving first-hand experience in using the tips and knowledge learned as part of the workshop. Delegates not only were exposed to the point of view from a contract negotiator, but also gained insights into understanding the point of view of the adversary. Team tactics and useful practical examples were offered, helping to build the confidence of even the novice negotiator.

The session was the latest in the Institute's series of seminars and learning opportunities throughout the year. *Media relations: building your public profile* is the next informative session to be held on Tuesday 15 December 2009, 10am - 2pm at Park Plaza Victoria in London, to be followed by festive drinks.

For more information on the work of the Institute, forthcoming events and recent presentations, please visit www.iofam.org.uk

Ends

Notes to Editors:

The Institute of Association Management (the IofAM) is an independent professional association managers aiming to develop, promote and share best practice for the benefit of IofAM members and all those involved in the governance of associations. To achieve its objectives, the IofAM offers a forum for education, training and development, dissemination of information, networking, and research. Our seminars, masterclasses, round-tables and other

education and training programmes are geared to all levels, and work to encourage the development of professionals in this varied sector.

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