

PROGRAMME

Thursday, June 8 _____ DAY OF ARRIVAL

7:00 pm ___ **Welcome Reception and Dinner at the hotel**

Friday, June 9 _____ DAY 1

9:30 am ___ **Welcome and Introduction of Experts and Participants****Nadja Radojevic**, Director, Erich Pommer Institut**Prof. Dr. Ulrich Michel**, Noerr LLP | Head of Studies**Dina Rubanoviš**, Head of International Training, Erich Pommer Institut10:00 am ___ **Introduction to Basic Principles of Drafting and Negotiating Agreements: DOs and DON'Ts****Prof. Dr. Ulrich Michel**, Noerr LLP11:00 am ___ **Coffee break**11:30 am ___ **Co-Production Agreement | Scriptwriter Agreement**

Scriptwriters/Creators and Co-Production Agreements are the contractual backbone of a film production. These agreements need to secure copyright and financing for the project and, at the same time, reflect the fact that the project might never be realized. The challenge of drafting these agreements is seeking the right balance between creative input, control of production and assumption of risks. Marta García León will guide the audience through sample agreements and explain their structure, key elements and the most important position points that should be addressed by the parties during the negotiation.

Marta García León, Intellectual Property & Entertainment Law1:00 pm ___ **Lunch break**2:30 pm ___ **The Psychology of Negotiation and Conflict Resolution | Part 1**

Psychology is crucial for negotiating and resolving conflicts: Dealing with the relevant facts of the matter and differing interests is rather straight forward in most negotiations. The "soft" factors, however, can be decisive for the outcome of a negotiation. The mystery of communication, emotions, needs, values and the individual perception of the world govern our attempts to find an agreement with other people and to resolve conflicts. Ulrich Michel will introduce the audience to the psychology of negotiation and conflict resolution.

Prof. Dr. Ulrich Michel, Noerr LLP4:00 pm ___ **Coffee break**4:30 pm ___ **Distribution Agreement**

The right distribution deal is decisive for a successful exploitation of a film production. Given the increasing complexity of a more and more digitalized media consumption, the drafting and negotiating of Distribution Agreements have become a real challenge. Renowned distribution expert Dan Penfold will guide us through sample agreements – with a particular emphasis on key legal and business aspects of digital exploitation. He will explain its structure, its key elements and the most important position points that should be addressed by the parties during the negotiation.

Dan Penfold, Warner Bros. Home Entertainment6:00 pm ___ **End of day 1**7:15 pm ___ **Meeting in hotel lobby for joint walk**7:30 pm ___ **Dinner at RESTAURANT OSTERIA DELL' ARTE**

Saturday, June 10 _____ DAY 2

9:30 am ___ **The Psychology of Negotiation and Conflict Resolution | Part 2**

Psychology is crucial for negotiating and resolving conflicts: Dealing with the relevant facts of the matter and differing interests is rather straight forward in most negotiations. The "soft" factors, however, can be decisive for the outcome of a negotiation. The mystery of communication, emotions, needs, values and the individual perception of the world govern our attempts to find an agreement with other people and to resolve conflicts. Ulrich Michel and Thomas Henschel will introduce the audience to the psychology of negotiation and conflict resolution.

Prof. Dr. Ulrich Michel, Noerr LLP

Dr. Thomas R. Henschel, Academy of Mediation in Berlin

11:00 am ___ **Coffee break**11:00 am ___ **Television License Agreements**

The presentation will focus on the key provisions and components to be negotiated and included in a television license agreement in order to maximize the value of licensed content. Viewers are now accustomed to watching TV "anytime" and "anywhere" as part of their subscription or free television services, and Lucia Carta will address the issues related to the exhibition of content on digital platforms. She will also explore the complexities deriving from the adoption of new categories of rights with a focus on the licensing issues related to enhanced functionalities such as time-shifted viewing, temporary download and network PVR.

Additionally, the session will cover the territorial scope of license agreements and the issues connected to the EU Commission's strategy for a Digital Single Market and the Portability Regulation.

Lucia Carta, Mediaset

1:00 pm ___ **Lunch break**2:30 pm ___ **Techniques for Successful Negotiations – PART 1**

Ulrich Michel and Thomas Henschel will present numerous techniques from communication sciences, NLP – Neuro Linguistic Programming, mediation, the Harvard Method etc. for successful negotiations. These include smart strategies and well-tried "tricks". The audience will have the chance to exercise many of these techniques. The input from the morning sessions and the negotiating techniques will be applied by the audience step by step in a role play negotiation of a film agreement during all three days of the workshop.

Prof. Dr. Ulrich Michel, Noerr LLP

Dr. Thomas R. Henschel, Academy of Mediation in Berlin

4:00 pm ___ **Coffee break**4:30 pm ___ **Techniques for Successful Negotiations – PART 2**

Prof. Dr. Ulrich Michel, Noerr LLP

Dr. Thomas R. Henschel, Academy of Mediation in Berlin

6:00 pm ___ **End of day 2**7:15 pm ___ **Meeting in hotel lobby for joint walk**7:30 pm ___ **Dinner at RESTAURANT PROBIERMAHL**

THE ART OF NEGOTIATING AGREEMENTS

June 9 – 11, 2017 in Berlin

Sunday, June 11 _____ DAY 3

9:30 am ___ **Techniques for Successful Negotiations – PART 3****Prof. Dr. Ulrich Michel**, Noerr LLP**Dr. Thomas R. Henschel**, Academy of Mediation in Berlin11:00 am ___ **Coffee break**11:30 am _ **Techniques for Successful Negotiations – PART 4****Prof. Dr. Ulrich Michel**, Noerr LLP**Dr. Thomas R. Henschel**, Academy of Mediation in Berlin12:30 pm ___ **Lunch break**2:00 pm ___ **Techniques for Successful Negotiations – PART 5****Prof. Dr. Ulrich Michel**, Noerr LLP**Dr. Thomas R. Henschel**, Academy of Mediation in Berlin4:00 pm ___ **Coffee break**4:30 pm ___ **Resolving Conflicts**

Conflicts can be a significant risk for a production and its exploitation. The extra-judicial resolution of conflicts is part of the art of negotiation and requires a basic understanding of conflict resolution schemes. Ulrich Michel will give some recommendations for smart ways to resolve conflicts during the last session of the workshop.

Prof. Dr. Ulrich Michel, Noerr LLP5:30 pm ___ **Debriefing**6:00 pm ___ **End of seminar**7:15 pm ___ **Meeting in hotel lobby for joint walk**7:30 pm ___ **Dinner at RESTAURANT PATIO**

Monday, June 12 _____ DAY OF DEPARTURE