

# The International Licensing Business & Negotiations in English

An English Language Seminar

Monday 4<sup>th</sup> October 2021  
Zürich

## Agenda

9.30 – 16.30

9.30 – 10.00	Introductory session/Seminar expectations
10.00 – 10.45	Licensing rights: the basics
10.45 – 11.30	Researching and Presenting
11.30 – 11.45	Coffee break
11.45- 12.15	Selling & sales techniques
12.15 – 13.00	Negotiating contracts /Co-editions
13.00 – 13.45	Lunch break
13.45 – 14.15	Role play preparation in individual groups
14.15 – 16.15	Role plays will be acted out and discussed
16.15 – 16.30	Feedback/expectations fulfilled? /Conclusion