

Ink The Deal

Workshop Agenda

- 7:30 am – 8:00 am Registration and Continental Breakfast**
- 8:00 am – 8:45 am Introduction to Contract and Business Law Terminology.**
- Definition of key terms and examples of their real world application.
 - Explanations of Consequential and Incidental Damages, Indemnity, Implied Warranties, Disclaimers, Remedies at Law, and Limitation of Liabilities.
- 8:45 am – 9:30 am Learn the “art” of reading a Contract and how to Identify the Major Issues**
- Taking a global approach in reviewing/ negotiating your Contract: Learning how to focus on the important issues
 - Class Exercise reading a Contract to demonstrate the process
- 9:30 am – 10:00 am Discussion of the 3 most Contentious Contract Clauses**
- ***Damages*** and ***Limitations; Warranties; Indemnity***
 - Class Exercises discussing these clauses and approaches to negotiating
- 10:00 am – 10:15 am Break**
- 10:15 am – 11:15 am Continuation of discussion of 3 most Contentious Contract Clauses**
- 11:15 am – 11:30 am Questions and Answers**
- 11:30 am – 12:00 pm General Overview of the Major Categories within every Contract:**
- Price/Financial Terms
 - Description of Goods/Services
 - Delivery; Performance; Force Majeure
 - Warranty
 - Termination
 - Risk Allocation clauses (Limitation of Liabilities and Indemnity)
- 12:00 pm – 1:00 pm Lunch (included with fee) (Questions and Answers)**
- 1:00 pm – 1:30 pm Continuation of General Overview of Major Contract Categories**
- 1:30 pm – 2:15 pm Hands-On Analysis of Sales Terms and Conditions and Comparison/ Contrast with Customer proposed Contracts.**
- Class Exercises in reading and analyzing “real world” customer contracts
 - Contrast Buyer contracts/ clauses with Seller contracts/ clauses
 - Anticipating and Addressing your Customer’s Objections
 - Formulating Responses to those Objections
 - Negotiation Approaches
- 2:15 pm – 2:30 pm Break**
- 2:30 pm – 3:45 pm Continuation of Hands-On Contract Analysis/ Exercises**
- 3:45 pm - 4:15 pm Negotiating with your Customers and Internally**
- Negotiating with your Customers
 - Methods to Improve Interaction between the Legal and Business Groups
- 4:15pm – 4:30 pm Questions and Answers**