

**NEW
KEYNOTE**



Keld Jensen
Negotiation, Trust, Behavioral Economics



2023
NEGOTIATING WITH THE FUTURE:
REVOLUTIONIZING THE SCIENCE OF NEGOTIATION



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REVOLUTIONIZING THE SCIENCE OF NEGOTIATION

Negotiations have always been a challenging process, where values are created, won, and lost. However, the landscape of negotiations is rapidly changing, and a new player has joined the negotiation table - Artificial Intelligence (AI). This technological advancement is presenting both challenges and opportunities for executives who need to adapt and thrive in this new reality.

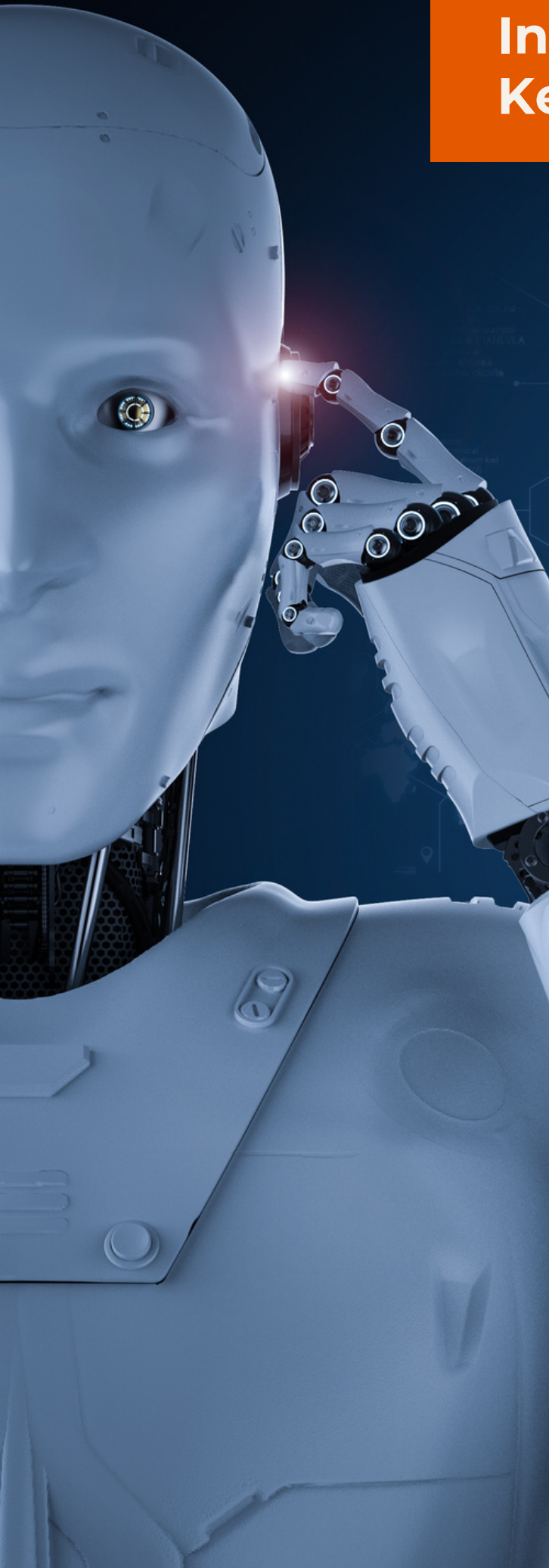
Join us for an innovative keynote titled "Negotiating with the Future: Harnessing the Power of AI: Revolutionizing the Science of Negotiation," which will redefine the way you think about negotiations. This groundbreaking session will explore how AI is revolutionizing the dynamics of deal-making, enabling us to bridge gaps, enhance collaboration, and unlock unparalleled opportunities.

Our renowned speaker will delve into the fascinating intersection of AI and negotiation, revealing cutting-edge insights and strategies that will equip you to excel in a rapidly evolving landscape. This captivating session will provide you with exclusive opportunities to explore the future of negotiation, where human ingenuity meets the power of AI, transforming the way we reach agreements and build lasting relationships.

Discover who will emerge as the better negotiator of the future - humans or AI. Don't miss this chance to embrace the future and master the science of AI-enhanced negotiation today!



- 1** The basics of negotiation: Reviewing the fundamental principles of negotiation, such as identifying interests, setting goals, and building rapport. These principles will serve as a foundation for understanding how AI is changing the negotiation game.
- 2** AI and negotiation: Ways in which AI is transforming the negotiation process. This could include discussions of how AI can be used to analyze data, generate insights, and automate routine tasks. The potential benefits and drawbacks of using AI in negotiations.
- 3** Building trust in AI: One potential challenge of using AI in negotiations is that it can be difficult to build trust with an algorithm. Strategies for building trust with AI, such as using transparent algorithms, allowing negotiators to interact with the AI, and providing clear explanations for how the AI is making decisions.
- 4** Despite the many benefits of AI, is it possible that humans will be completely replaced in the negotiation process anytime soon. Let's explore how humans can best work with AI, such as by using AI-generated insights to inform their own negotiations, or by collaborating with AI to achieve shared goals.
- 5** Ethical considerations of using AI in negotiations. This could include discussions of issues such as bias in AI algorithms, the potential for AI to manipulate negotiations, and the responsibility of negotiators to use AI in ways that are fair and transparent.



In the keynote, Keld Jensen will:

- share a brief overview of the impact of AI on various industries
- discuss why negotiation is a crucial skill in today's world

Part 1: Understanding AI in Negotiations

- Explanation of AI and its key features
- Examples of how AI is being used in negotiations (e.g., chatbots, predictive analytics, virtual assistants)
- Discussion of the advantages and limitations of AI in negotiations

Part 2: Challenges of AI in Negotiations

- Ethical concerns related to the use of AI in negotiations (e.g., bias, transparency)
- How AI can affect trust, empathy, and human connection in negotiations
- The role of emotional intelligence in negotiating with AI

Part 3: Opportunities of AI in Negotiations

- How AI can enhance preparation, analysis, and decision-making in negotiations
- How AI can provide valuable insights on negotiation patterns and strategies
- The potential for AI to improve negotiations by reducing cognitive biases and enhancing collaboration

Part 4: Strategies for Negotiating with AI

- Tips for preparing and using AI tools effectively in negotiations
- How to balance the use of AI with human intuition and judgment
- How to build trust and rapport with AI counterparts

Conclusion

- Recap of the main points
- Call to action for embracing the opportunities of AI while addressing its challenges in negotiations
- Final thoughts on the future of negotiating in the age of AI.

Keld Jensen is an internationally recognized expert, strategist, and advisor on negotiation. He works with governments and major corporations toward achieving greater levels of success through optimized solutions to complex problems via negotiations

Keld's background is primarily in management, including service as CEO of a publicly traded technology company.

He is an associated professor, teaching at top-ranked universities around the world. These include programs at Arizona State University's Thunderbird School of Global Management, the BMI Executive Institute in Lithuania, BMI/Louvain University in Belgium, and Denmark's Aalborg University. He has lectured frequently at Copenhagen Business School and served as chairman of the school's Center for Negotiation.

Mr. Jensen has made more than 200 international TV appearances, contributed regularly to Forbes magazine, and has published hundreds of articles in other major business publications in Europe, Asia Pacific and the U.S.

He is the founder and head of the Center for SMARTnership Negotiation, a consulting and training organization working with private industry and governmental bodies across the globe. His clients include Vestas, Novo Nordisk, Johnson & Johnson, Carlsberg Group, Siemens, Rolls Royce, SABMiller, Bang & Olufsen, UNICEF, LEGO and the governments of Canada, Denmark and Great Britain. He has worked with more than 35,000 negotiators since 1998.

A prolific author, Keld has written 24 books, several of them award-winners. His works are available in more than 37 countries and in 16 languages, with more than 2.8 million readers.

He was nominated as one of the world's 100 Top Thought Leaders in Trust for 2016, was included on the prestigious Global Gurus Top 30 list for the last 3 years. He is also the creator of the world's most awarded negotiation strategy, most recently winning the Organization of Public Procurement Officers' "Best Negotiating Strategy" award and the World Commerce & Contracting Organization's "Innovation and Strategy" award.

Keld is a dual citizen of The Kingdom of Denmark and USA where he resides.



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