

Negotiation Exercise

Agent Pack (90 mins version)

Timings:

- 10 minutes: Getting into Teams and Introduction to the exercise
- 15 minutes Preparation / Team discussion
- 40 minutes Negotiation
- 15 minutes Break
- 10 minutes Review and round-up by scorers

Scores!

BACKGROUND

SCENARIO

- A Producer is making a primetime celebrity reality TV show for ITV. It needs to secure SIX CELEBRITIES.
- The Producer's aim is to make the most entertaining and best-rated show within the Budget. This will depend on the celebrities the team can secure.
- The Agent acts for the celebrities. The Agent must try to obtain the highest possible fees for their celebrity clients. Higher fees keep the celebrities happy and the Agent happy (agents earn a commission from the fees they secure). The Agent also needs to have a good long-term relationship with the producer (to secure future business for their clients).

TEAMS

There will be 4 producer teams and 4 agent teams. Each team has four or five members. Each Agent team negotiates with a Producer team.

Goal of the Producer Teams:

- To secure the best celebrity line-up for the Show for the best possible price;
- NOT GO OVER THE OVERALL TALENT BUDGET; and
- To beat the other Producer Teams!


Goal of the Agent Teams:

- To secure the best fees possible for their talent in a way that secures business for you and the talent both now and in the future; and
- To beat the other Agent Teams!

Agent Scoring

- Each client has already told you the **minimum fee** they would accept to appear on the show. **70% of your score will be based on the fee you negotiate for your client ABOVE the celebrity's minimum fee.** **TIPS:** Decide how much you think the Producer wants each client and the fees you think you can get for each celebrity (this may be more than the minimum fees the celebrity has told you they will accept);
- A big part of your job is keeping your clients happy with your knowledge of future opportunities for them. **15% of your score will be the information you obtain during your negotiation of future opportunities for your clients.** So the more information you get from the Producers about future plans, the better your score!
- **15% of your score will be on your negotiation style / skills.** You will need to maintain the future relationship with the producer. Short term gain may cause long-term resentment and make it difficult to work with that producer again! We will be looking for how well you: listened to the producer team, how you asserted your own position, how you handled objections to your arguments, how you got your points across and challenged the views expressed by the other team. Whether you negotiated in a way that protected the ongoing relationship.

Agent's Card

	Kystal Maze	Minimum Fee: £60K	23, drag queen the alter-ego of acclaimed DJ and promoter and figure head of the Ibiza Pride week. Indiscreet and sarcastic. Despite being “friend to the stars”, Krystal has not hit the mainstream. You are both keen to increase Krystal’s profile. Is this the show to do it?
	Lauren Barter	Minimum Fee: £35K	31, actress. Lauren got her big break in 2002 in a long-running US teenage drama which ended in 2005. Since then she has had limited guest appearances in US crime series and periods in re-hab but now recovered. Lauren is desperate for this opportunity. Lauren is represented in the US by the biggest Hollywood talent agency. You may get referrals from the US agent if you secure this deal for Lauren.
	Judith MacDonald	Minimum Fee: £25K	48. Ex-wife of well-known Tory politician. Outspoken. Judith is a new client with limited show business experience. You are not sure whether Judith has what it takes to make a career in show business. Judith is not desperate to do this show but thinks it would be fun and is keen to annoy ex-husband.
	Kevin Sharples	Minimum Fee: £60K	26. Kevin was badly injured in a tackle 9 months ago and still under contract with top premier league club. Since his injury, he has appeared occasionally as a pundit and writes a column for the Sun (which is coming to an end). Still receives his £90,000 a week football salary. Will not appear with Melody Tray. Boyhood hero was Neil Warrington.
	Melody Tray	Minimum Fee: £50K	Melody describes herself as a television personality, model, businesswoman and fashion designer. Melody starred in a scripted reality TV Series based in Brighton but left after Series 4. Since leaving the show, Melody has appeared on her own reality show (which only lasted one series) and various panel shows. You were Melody’s first agent, she works really hard (never turns down any work) and has her own brand of mascara and lip-stick. You really like her and need to keep her on your books. Sophie and Kevin would not appear in show if Melody appears.
	Samuel Armstrong	Minimum Fee: £48K	44. Samuel is the judge in Discovery's new version of Judge Judy. Samuel is a qualified lawyer and does not suffer fools gladly. He is witty and proudly camp (specialising in big sighs and despairing looks). Likes his new celebrity life-style but not keen on living rough for 3 weeks!
	Ruby Haste	Minimum Fee: £60K	38. Star of US teen drama in the 1990s. Also appeared in the movies Trance 3, Ghost and Ghouls the Final Chapter and Got to Jive. Dated a now A-list Hollywood celebrity briefly for one summer. Career has stalled and is threatening to leave your agency despite her being a good source of commission for you. She needs to increase profile but you need to keep her happy!
	Archie Rock	Producer Estimate: £25K	21. Youtube blogger with 5 million followers. Archie's youtube channel features Archie doing various challenges. More recent material has seen Archie branch out into celeb news, music, films, video games and anything else that captures his imagination. Appearing on the programme would increase Archie's profile, his channel subscribers and tie-in deals.

Agent's Card

	Sophie Levigne	Minimum Fee: £140K	23. Sophie is a top-model who is the face of a number of very high-end luxury brands. Sophie loves the show BUT will absolutely not appear with Melody Tray. She really likes Kevin Sharples and is friends with Krystal Maze and Berties Tibbles and wants to appear on the show with them. Sophie is a huge star but she has been offered a modelling campaign for £250K during the filming of the show. Sophie would like to do more film / TV work but this may not be the show.
	Julio Esteban	Minimum Fee: £40K	38. Ex-husband of a well-known Hollywood actress when she was on the road to fame. Julio was one of her dancers and is publishing a book of photos of their married-life together a few months after the programme will broadcast. Show would be useful promote his book in UK.
	Bertie Tibbles	Minimum Fee: £25K	21. Great nephew of Lord Fine, a billionaire London property owner. Although Bertie is photographed partying with his wealthy cousins (who mixed with royalty), Bertie's family are not wealthy and Bertie still lives at home with parents and needs a job!
	Neil Warrington	Minimum Fee: £20K	48 former England "hard man" footballer. Much loved by supporters of his old club. Neil was made bankrupt in 2014.
	Lord Armshaw	Minimum Fee: £50K	61. Lord Armshaw inherited Castle Addington in the 1970s. Known for his many girlfriends and has been married four times. A collector of classic cars, he was convicted of fraud in 2005 and spent a period in prison. Lord Armshaw thinks there is programme to be made about life at Castle Addington.
	FB Laws	Minimum Fee: £75K Broadcaster Rating: 8	39. Former member of 1990s boy band Sold over 30m records during their 5 years together. Band disbanded in 2002. Band came back together in 2013 in ITV's the Big Reunion and have had 3 successful tours since. Is looking to get into acting.