

# Strategies for Success in ADR

## Mediation, Negotiation, Marketing

*A 3-part mentoring series with well-established ADR experts.*

Part 1: Oct 6, Mediation Strategies

Part 2: Nov 10, Negotiation Strategies

Part 3: Dec 5, Marketing Strategies

5:30pm – 6:30pm, Total of 6 CEE Points

*“Companies that enjoy enduring success have core values and a core purpose that remain fixed while their business strategies and practices endlessly adapt to a changing world.”*

– James C. Collins and Jerry I. Porras, “Building Your Company’s Vision”

**In this series, you will learn in an interactive forum from leading ADR experts about:**

- leveraging your writing, speaking, networking and training to build and grow a thriving ADR practice;
- the “ADR Way,” its ideology, core values and purpose;
- proven and effective skills, processes, methods, practices, tips, techniques - and traps to avoid - for successful negotiations and mediations;
- tricks of the trade;
- secrets for success;
- boosting cultural sensitivities; and
- social media marketing



This series will be moderated by

**Marvin Huberman**

LLB, LLM (ADR), C.Arb, FCI Arb

*These sessions are designed to be as-advertised, informative, fast-paced and to-the-point.*

### Part 2: Negotiation Strategies

**Gary Furlong**  
BA, C.MED, LLM (ADR)



**Sharad Kerur**  
Q.Med, CCMed, WFA,  
CCMC, CDPA

*For more information about the other parts of this series, visit the registration link below.*

**Register for each part of this series individually: \$35 Member, \$55 Non-Member**

**Register for the full 3-part series as a discounted package: \$85 Member (Deadline: Oct 6)**

**Register: [www.adr-ontario.ca/strategies2022](http://www.adr-ontario.ca/strategies2022)**

\* +HST on all rates. Cancellation Policy: If you are unable to attend, your registration is fully transferable to another person in your organization. If you must cancel, notice must be received in writing. All refund requests received on or prior to October 1, 2022 will receive a refund less a 20% administrative fee. No refunds after October 1, 2022. Sessions, speakers and times are subject to change. Registrations are tentative until October 5, 2022. Should ADRIO need to cancel this event, you will receive a full refund. Once payment has been processed, this policy applies under all circumstances.